August 1, 1958

DR. ELMER W. ENGSTROM ELECTED TO NBC BOARD OF DIRECTORS

The election of Dr. Elmer W. Engstrom to the Board of Directors of the National Broadcasting Company was announced today by Robert W. Sarnoff, Chairman of the Board.

Dr. Engstrom is Senior Executive Vice President and a Director of the Radio Corporation of America.

-----o-----

NBC TRADE NEWS

August 1, 1958

52-WEEK DAYTIME PROGRAM RENEWALS OF STERLING DRUG AND BRILLO ON NBC-TV NETWORK TOTAL ALMOST $5,000,000 IN GROSS BILLINGS

Two 52-week renewals -- totaling almost $5,000,000 in gross billings -- have been placed with NBC-TV Network daytime programs by Sterling Drug, Inc., and the Brillo Manufacturing Company, it was announced by Walter D. Scott, Vice President, Television Network Sales, for NBC.

Sterling Drug's renewal is effective Sept. 17 and calls for the sponsorship of alternate-week quarter-hour segments in four Monday through Friday daytime programs: "Today Is Ours" (telecast 3-3:30 p.m,, EDT) on alternate Mondays, Wednesdays and Fridays; "Modern Romances" (telecast 4:45-5 p.m., EDT) on alternate Mondays, Wednesdays and Fridays; "The Price Is Right" (telecast 11-11:30 a.m., EDT) on alternate Mondays and Wednesdays, and "Treasure Hunt" (telecast 10:30-11 a.m., EDT) on alternate Fridays.

Brillo's renewal, also effective Sept. 17, calls for the sponsorship of an alternate-Wednesday quarter-hour segment in three Monday-through-Friday daytime programs: "Treasure Hunt," "It Could Be You" (colorcast 12:30-1 p.m., EDT) and "Haggis Baggis" (colorcast 2:30-3 p.m., EDT).

The advertising agency for Sterling Drug is Dancer-Fitzgerald -Sample, Inc., and the J. Walter Thompson Company represents Brillo.

-----o-----

NBC TRADE NEWS

August 4, 1958

R. J. REYNOLDS TOBACCO COMPANY RENEWS 'THE BOB CUMMINGS SHOW' ON THE NBC-TV NETWORK TUESDAY NIGHTS FOR THE 1958-59 SEASON

The R. J. Reynolds Tobacco Company has renewed sponsorship, for the 1958-59 season, of "The Bob Cummings Show," the NBC-TV Network's high-rated situation comedy series, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The filmed series, televised Tuesdays, 9:30-10 p.m. (NYT), stars Bob Cummings as bachelor Bob Collins, a commercial photographer, whose attraction to photogenic beauties involves him in hilarious entanglements.

Rosemary DeCamp portrays the photographer's widowed sister, Margaret MacDonald. Dwayne Hickman is featured as her teenage son, Chuck, and Ann B. Davis plays Schultzy, Collins' secretary.

The renewal order was placed through William Esty Company, Inc.

NBC TELEVISION NEWS

August 4, 1958

LINDSEY NELSON AND RED GRANGE HEAD ROSTER OF COMMENTATORS FOR NBC-TV'S 1958 COLLEGIATE FOOTBALL COVERAGE

Lindsey Nelson and Red Grange will team up as commentators for the NBC-TV Network's national "Game of the Week" collegiate football telecasts this Fall for the fourth consecutive year. The roster of gridcasters was announced today by NBC Sports Director Tom S. Gallery.

Other assignments call for Nelson and Grange also to announce the Eastern regional telecasts, Mel Allen and Curt Gowdy to handle the Big Ten regional telecasts, and Chick Hearn and Lee Giroux to provide commentary for the Pacific Coast regional games.

This will be Nelson's seventh season of reporting football for NBC. He is the network's assistant sports director. His microphone partner, Grange, is an all-time grid great. Allen, the New York Yankees' baseball broadcaster, announced the Big Ten regional games on NBC-TV the past two years, while Hearn and Giroux, both NBC sportscasters on the West Coast, handled the Pacific Coast regional telecasts in 1957. Gowdy has been a football and basketball commentator for NBC, and is the Boston Red Sox baseball announcer.

NBC-TV's national grid coverage starts Saturday, Sept. 20. The four regional dates, all Saturdays, are Oct. 18, Oct. 25, Nov. 8 and Nov. 15. The combined national-regional schedule provides football fans in the Eastern, Big Ten and Pacific Coast districts with an outstanding football telecast on 12 consecutive Saturdays plus Thanksgiving Day.

-----o-----

NBC TELEVISION NEWS

August 5, 1958

NBC'S CHET HUNTLEY WENT FROM FOXHOLES TO HILLTOPS FOR "OUTLOOK" ON U. S. SERVICEMEN IN LEBANON

To talk to American servicemen in Lebanon for his "Outlook" show Sunday, Aug. 10 NBC Newsman Chet Huntley literally went from foxholes to hilltops.

Huntley interviewed Second Division Marines dug in on the perimeter South of Beirut Airport and 187th Airborne Division paratroopers on the hills overlooking the city.

Just for good measure -- and to complete the picture -- Chet flew out to the attack carrier U. S. S. Essex to interview sailors on duty offshore.

"We'd have talked to the Air Force, too, except they whizzed by too fast in their jets," Chet explained.

The results of Chet's first-hand reporting will be shown on film over the NBC-TV Network in the special hour-long "Outlook" from 6:30-7:30 p.m., EDT, on Aug. 10. ("Outlook" normally runs from 6:30-7 p.m., EDT, each Sunday.) Reuven Frank produces "Outlook" -- a presentation of NBC News.

-----o-----

PRINCESS MARGARET'S ADDRESS IN HALIFAX ON NBC-TV

The address of Princess Margaret of England at a state banquet in Halifax, Nova Scotia, will be carried live over the NBC-TV Network, Monday, Aug. 11, 7:30-8 p.m., EDT. This will be a presentation of NBC News.

The special telecast, arranged through the facilities of the Canadian Broadcasting Corporation, will pre-empt the "Haggis Baggis" program on NBC-TV. Princess Margaret will conclude her Halifax visit with the address.

BETSY PALMER NAMED WOMEN'S EDITOR OF "TODAY"

Betsy Palmer, popular television personality, will take over the women's editor spot on Dave Garroway's "Today" show on the NBC-TV Network beginning Aug. 18.

She replaces Helen O'Connell who has requested release from the program to return to the West Coast with her family.

Miss Palmer, no stranger to "Today," appeared earlier this year in several week-long engagements during Helen O'Connell's maternity leave.

"Today" is telecast over the NBC-TV Network Monday through Friday, 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.

-----o-----

NBC-New York, 8/5/58

PRINCESS MARGARET'S ADDRESS TO RAISING ON NBC-TV

The Duchess of Kent's Princess Margaret of England as a guest singer in Philippe, Rose Bowls, will be carried live over the NBC-TV Network, Monday, April 11, 7:30-8 p.m., EST. It will be a presentation of TOC Show.

The special celebrate, arranged through the Facilities of the Canadian Broadcasting Corporation, will pre-empt the "Dennis Day" program on NBC-TV. Princess Margaret will conclude her Holiday visit with the ceremony.

BETTY FULLER JOINS WOMAN'S EDITOR ON "TODAY"

Betty Fuller, famous television personality, will be over the woman's editor spot on Dave Garroway's "Today" show on the NBC-TV network beginning Mon. 16.

She replaces Helen O'Connell who has requested release from the program to return to the West Coast with her family.

Miss Fuller, no stranger to "Today," appeared earlier this year in several week-long engagements during Helen O'Connell's maternity leave.

"Today" is telecast over the NBC-TV Network Monday through Friday, 7:30 a.m. - 9:00, except WNBC-TV on WNBC-TV, 7 a.m., EST.

NBC-New York, 6/2/53.

'TREASURE HUNT' TO OBSERVE FIRST ANNIVERSARY ON NBC-TV

Many surprises and a birthday celebration are scheduled on "Treasure Hunt" Tuesday, Aug. 12 when the show (starring Jan Murray as emcee) observes its first anniversary on the NBC-TV Network. ("Treasure Hunt" is presented Monday through Friday, 10:30 a.m., EDT).

During the past year "Treasure Hunt" -- one of the top 10 daytime shows -- has been entertaining an average daily audience of 6,000,000.

Jan -- sparking his emcee role with comedy -- has interviewed and quizzed some 400 contestants, leading the lucky champions on to their treasure hunts where they have won over $500,000 in cash and prizes.

However, not all quiz winners pick such glamorous prizes as a sable stole, a sports car or a week's vacation at one of the nation's fashionable hotels. Among the 30 treasure chests are booby prizes and sometimes a cash bid is turned down for such things as a year's supply of skate keys or a tin of mustache wax.

-----o-----

CORRECTION, PLEASE

Sonny Fox, vacation replacement for Bill Cullen on the daytime telecast of "The Price Is Right" (NBC-TV Network Monday through Friday, 11 a.m., EDT) was incorrectly mentioned as current emcee of "Let's Take a Trip" and "The $64,000 Challenge" (both of another network) in the Daily News Report dated 8/1/58. Fox was identified with those programs in the past.

-----o-----

NBC-New York, 8/5/58

[illegible] HOW? TO DEPARTURE [illegible] ANNIVERSARY OF NBC-TV!

Many employees and a [illegible] celebration are planned on the [illegible] "Tuesday, Dec. 15" when we [illegible] (evening [illegible]) observe the first anniversary of the NBC-TV network.

"[illegible] Hour" is presented today through [illegible] (Tuesday, [illegible]).

During the past year "Treasure Hunt" -- one of the top 10 shows -- has been contributing to average daily audiences of [illegible].

Sam -- splitting his [illegible] with [illegible] -- has interviewed [illegible] over 400 contestants, leading the [illegible] on to treasure hunts where they have won over [illegible] in cash and [illegible].

However, not all quiz winners play such glamorous games in [illegible] state, a south [illegible] of a [illegible] at one of one [illegible] radio outlets. Among the 20 visitors [illegible] and [illegible] [illegible] a cash pin is [illegible] [illegible] is a year's [illegible] of whole [illegible] or a [illegible] of [illegible].

[illegible]ION, [illegible]

Perry Fox, [illegible] announcement for [illegible] [illegible] [illegible] of "The Price is Right" (NBC-TV [illegible] [illegible] 11 A.M.), [illegible] [illegible] [illegible] [illegible] [illegible] "Take a Trip" and "The [illegible] Challenge" (both [illegible] [illegible]) in the Daily [illegible] [illegible] [illegible]. [illegible] [illegible] [illegible] program in the [illegible].

NBC TRADE NEWS

August 6, 1958

COMMERCIAL SOLVENTS WILL ANNOUNCE EXTENSIVE NBC RADIO NETWORK CAMPAIGN FOR ANTI-FREEZES IN CLOSED-CIRCUIT TALKS TO SALES MEETING IN 90 CITIES

At sales meetings in 90 key cities across the country during the week of Aug. 11, the Commercial Solvents Corporation, manufacturers of "Peak" and "Nor'way" anti-freezes, will announce its extensive Fall advertising campaign for these products on the NBC Radio Network.

The campaign will be outlined in special closed-circuit broadcasts to "Peak" and "Nor'way" dealers assembeld at NBC affiliated stations. The largest promotion for an anti-freeze in the history of network radio, it will include sponsorship of numerous "Star Dust" segments in "Monitor" featuring Fibber McGee and Molly, George Gobel, Ed "Archie" Gardner, Bob and Ray, and Paul Winchell and Jerry Mahoney.

Speaking for the Commercial Solvents Corporation in the special broadcasts will be Ward W. Jackson, Vice President in charge of Sales, and Paul R. Smith, Sales Manager for the Automotive Chemicals Department. Representing NBC will be Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

A total of 246 announcements for "Peak" and "Nor'way" are scheduled in "Monitor" on the weekends of Sept. 13, 20 and 27, and Oct. 11, 18 and 25 -- all key weekends for anti-freeze sales.

The campaign was arranged through Fuller and Smith and Ross, Inc.

-----o-----

NBC TELEVISION NEWS

August 6, 1958

COLLEGE BASKETBALL 'GAME OF THE WEEK' SERIES WILL BE NBC TELEVISION NETWORK SATURDAY AFTERNOON FEATURE

A college basketball "Game of the Week" series will join the extensive sports lineup of the NBC Television Network starting Saturday, Dec. 13, NBC Sports Director Tom S. Gallery announced today.

The collegiate basketball coverage will begin a week after NBC-TV's final football telecast, thus continuing the network's year-round sports feature on Saturday afternoons.

A 14-week schedule will include outstanding basketball teams in different sections of the country. The TV series will skip Dec. 27, when post-season football reigns all afternoon on NBC-TV, then will resume Jan. 3 and continue through March 21. Telecast times will vary.

NBC-TV's professional basketball "Game of the Week" telecasts, formerly carried on Saturday afternoons, will be presented on Sunday afternoons during the 1958-59 season.

SECRETARY OF STATE DULLES' ADDRESS TO VFW CONVENTION WILL BE BROADCAST FROM NEW YORK BY NBC RADIO

The address of Secretary of State John Foster Dulles before the National Convention of the Veterans of Foreign Wars, in New York, Monday, Aug. 18, will be broadcast by NBC Radio from 10:05 to 10:30 p.m., EDT. The broadcast will be tape-recorded earlier in the evening at the Hotel Astor for presentation at this time. Richard L. Roudebush, commander-in-chief of the VFW, will introduce Mr. Dulles. The subject of the address has not been announced. (This broadcast will be a Public Affairs presentation of NBC News.)

NBC-New York, 8/6/58

SECRETARY OF STATE DULLES' ADDRESS TO VFW CONVENTION
WILL BE BROADCAST FROM NEW YORK BY NBC RADIO

The address of Secretary of State John
Foster Dulles before the National Convention of the
Veterans of Foreign Wars in New York, Monday,
Aug. 18, will be broadcast by NBC Radio from 10:30
10:35 p.m., EST. The broadcast will be tape-
recorded earlier in the evening at the Hotel Astor
for presentation at this time. Howard E.
Rondebush, Commander-in-Chief of the VFW, will
introduce Mr. Dulles. The subject of the address
has not been announced. (This broadcast will be a
public affairs presentation of NBC News.)

NBC-New York, 8/17/5

August 6, 1958

SEN. HUBERT H. HUMPHREY ON 'YOUTH WANTS TO KNOW'

Sen. Hubert H. Humphrey (D.-Minn.), a leading voice on foreign policy in the Senate, will be the guest on Theodore Granik's "Youth Wants to Know" Sunday, Aug. 10 (NBC-TV Network, 4:30-5 p.m., EDT; NBC Radio as part of "Monitor," 10:30-11 p.m., EDT).

Steve McCormick will moderate the show which will be filmed in advance. Teenagers from the Washington, D. C., area will question Senator Humphrey in this presentation of NBC News.

SCHEDULE CHANGES FOR NBC NEWS' "WEATHER CONTROL" REPORT

NBC News' special report on "Weather Control" will be presented Thursday, Aug. 28 on the NBC Radio Network instead of Thursday, Aug. 7, as previously announced. The show will be broadcast from 9:05-10 p.m., EDT, as part of "Nightline."

An NBC-TV Network version of the show, originally scheduled for "Comment" on Sunday, Aug. 10 (5:30-6 p.m., EDT), will be presented at a later date (to be announced).

-----o-----

NBC TELEVISION NEWS

August 7, 1958

'BOB HOPE BUICK SHOW' SEASON WILL OPEN WITH 90-MINUTE TELECAST OF 'ROBERTA' ON NBC-TV NETWORK SEPT. 19

Bob Hope will present a 90-minute production of the classic musical comedy, "Roberta," to start his new "Bob Hope Buick Show" presentations on the NBC-TV Network Friday, Sept. 19 (7:30-9 p.m., EDT).

The Buick Motor Division of General Motors Corporation will sponsor eight "Bob Hope Buick Shows" during the 1958-59 season. All except the premiere program will be one-hour shows on dates to be announced. McCann-Erickson, Inc., is the advertising agency for Buick.

Hope will star in "Roberta," which will be produced by Hope Enterprises, Inc., "live" from Hollywood. Additional casting will be announced. The Jerome Kern-Otto Harbach musical became a hit on Broadway and later was made twice into motion pictures. Hope will have the same role he created on the show's Nov. 18, 1933 Broadway opening when he shared billing with George Murphy, Ray Middleton, Fay Templeton, Tamara, Sydney Greenstreet and Lyda Roberti. Fred MacMurray was a member of the orchestra. Max Gordon was producer of the musical which was adapted from Alice Duer Miller's book, "Gowns by Roberta."

Hope starred in "Roberta" for one week last June at the St. Louis Municipal Opera Company. The show was accorded critical acclaim and played to a record-breaking audience of 105,000 persons during its seven-day run.

-----o-----

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Aug. 17-23 (All Times EDT)

Sunday, Aug. 17

7-7:30 p.m. -- "Noah's Ark" -- Paul Burke, Victor Rodman and May Wynn star in this series of repeat filmed dramas based on the experiences of a young veterinarian. Tonight -- "Once Upon a Midnight."

8-9 p.m. -- "Steve Allen Presents Steve Lawrence and Eydie Gorme" -- tonight's guests on the music, comedy and variety show are Gregory Peck, Miyoshi Umeki, Mel Torme and Tony Randall.

9-10 p.m. -- "The Chevy Show" -- Music, Comedy and variety show starring John Raitt, Edie Adams and Janet Blair, and featuring comedians Carol Burnett and Mickey Shaughnessy.

Monday through Friday, Aug. 18-22

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is host of this audience-participation show with surprises.

2:30-3 p.m. -- "Haggis Baggis" -- A game program starring Fred Robbins as emcee.

Monday, Aug. 18

7:30-8 p.m. -- "Haggis Baggis" -- a game program starring Jack Linkletter as emcee.

Wednesday, Aug. 20

9-10 p.m. -- "The Kraft Mystery Theatre" -- Tonight's drama is "We Haven't Seen Her Lately," by Sumner Locke Elliott.

(more)

Thursday, Aug. 21

7:30-8 p.m. -- "Tic Tac Dough" -- Audience-participation program based on the game of "Tic Tac Toe." Jay Jackson is emcee.

10-10:30 p.m. -- "The Price is Right" -- The audience-participation show which tests the contestant's ability to judge the value of merchandise. Bill Cullen is emcee.

Friday, Aug. 22

7:30-8 p.m. -- "Big Game" -- Tom Kennedy is host of this audience-participation program with a big-game hunting theme.

Saturday, Aug. 23

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby with Gretchen Wyler. Tonight's guests are The Modernaires, vocalist Bobby Darin and the comedy team of Allen and De Wood.

-----o-----

NBC-New York, 8/7/58

[illegible]

[illegible] p.m. -- "Tic Tac Dough" -- Audience-participation game based on the game of "Tic Tac Toe." Dan Jackson is host.

[illegible]:30 p.m. -- "The Price is Right" -- The audience-participation game which lends the contestants ability to guess the value of merchandise. Bill Cullen is host.

[illegible] Aug. 22

[illegible] p.m. -- "My Game" -- Tom Kennedy is host of this audience-participation game with a big-game hunting theme.

[illegible] Aug. 23

[illegible] -- "The Bob Crosby Show" -- starring Bob Crosby with Gordon [illegible]. Tonight's guests are The Modernaires, vocalists Dolly Dawn [illegible] the country team of Allen and Jo Wood.

NBC-New York 4/1/58

NBC COLOR TELEVISION NEWS

FOR RELEASE MONDAY, A.M. AUG. 11

'KISS ME, KATE' WILL BE 'HALLMARK HALL OF FAME' COLORCAST
WITH ORIGINAL STARS ALFRED DRAKE AND PATRICIA MORISON

"Kiss Me, Kate" is coming to television this Fall for the first time. "The Hallmark Hall of Fame" will re-create the top Broadway musical Thursday, Nov. 20, with Alfred Drake and Patricia Morison of the original stage production in the starring roles.

A 90-minute live colorcast of the merry romp that Cole Porter and Sam and Bella Spewack made of Shakespeare's "The Taming of the Shrew" will be presented over the NBC-TV Network in the 9-10 p.m., EST, time period. George Schaefer will be the producer-director. The Spewacks, veteran husband-wife writing team that supplied the original libretto, are preparing the video adaptation.

The telecast will come within a few weeks of the 10th anniversary of the show's premiere Dec. 30, 1948, in New York, where it ran for 1,077 performances at the Century Theatre. The "Hallmark Hall of Fame" presentation is expected to be welcomed equally by those viewers who cherish the memory of the Drake-Morison performances and by those who have never seen the show but have become acquainted, through records, with the music of one of Porter's sprightliest scores.

(more)

A play-within-a-play, "Kiss Me, Kate" tells the backstage tale of a divorced couple both of whom are vainglorious musical comedy stars. Their stormy romance and reconciliation during the rehearsals and opening of a Broadway musical burlesque of "The Taming of the Shrew" parallel the on-stage romantics of Shakespeare's sharp-tongued lovers, Petruchio and Kathryn.

Co-author Bella Spewak said that all concerned with the original production are happy that their creation is to have its TV debut on the "Hallmark" series. "Those who guide the 'Hall of Fame' attractions have great integrity and good taste," she said, "and we know that in the hands of producer-director George Schaefer and executive producer Mildred Freed Alberg, our show will retain all the speed, wit and gaiety that made it such a joyous hit on Broadway."

Musical conductor for the telecast will be Franz Allers, who directs the score for the current stage hit, "My Fair Lady," in New York. Associate producer will be Robert Hartung.

"Kiss Me, Kate" will be the "Hall of Fame's" second experience with the problems of Petruchio in Padua. A couple of years ago it did a straight dramatic production of "The Taming of the Shew," one of its many excursions into Shakespeare.

-----o-----

NBC-New York, 8/8/58

A play-within-a-play, "Kiss Me, Kate" tells the backstage
a informal couple both of whom are vying for the musical comedy
Their clown romance and reconciliation during the rehearsals
ning of a Broadway musical backdrop of "The Taming of the
rudile/ the co-star's romantics of Shakespeare's "Kiss-Me-Kate"
Petruchio and Bellicon.

Co-author Sally Benson said that all concerned with the
production are hoping that their creation is to have the TV
the "Hallmark" series. "Those who guide the "Hall of Famous
tions have great integrity and good taste," she said, "and we
to the hands of producer-director George Schaefer and
producer Mildred Freed Alberg, our show will retain its
ed, wit and gaiety that make it such a joyous act of brotherhood."

Musical conductor for the colorful will be Frank Liberg,
ds the score for the concert stage hit, "My Fair Lady," in
. Associate producer will be Robert Herman.

"Kiss Me, Kate" will be the "Hall of Famous" second
ure with the problems of Switzerland in today. A couple of years
uld a straight dramatic production of "The Taming of the Shrew,"
its song sequences into backgrounds.

Mid-New York, 6/6/61

FREQUENT TV AND RADIO REPORTS BY NBC NEWS TEAM MADE FROM UN SECURITY COUNCIL DELIBERATIONS

NBC-TV and Radio Networks cut away to the United Nations more than a dozen times yesterday (Friday, Aug. 7) during regular programming to bring direct reports of Security Council deliberations there.

A five-minute NBC News special over the NBC-TV Network just before the Council met at 3 p.m., EDT, set the stage for the vital Middle East deliberations.

Taking part in the coverage were anchorman Frank McGee at the NBC Studios, Merrill Mueller, Lee Hall and Wilson Hall for NBC-TV, and Pauline Frederick (NBC News' regular UN correspondent) and Ben Grauer for NBC Radio.

-----o-----

TWO NBC NEWS SHOWS IN THE CONGRESSIONAL RECORD

NBC News shows have been making the Congressional Record lately. A "Comment" show entitled "Crisis in the Middle East" and a "Biography in Sound" program on General George C. Marshall have been inserted.

-----o-----

NBC-New York, 8/8/58

PROGRESS IN LMD RADIO BROADCAST TV and MORE THAN MADE FROM UP SECURITY COUNCIL DELIBERATIONS

LMD-TV and Radio Networks out away to see United Nations then a dozen times yesterday (Friday, Nov. 7) during regular meeting to hold direct reports of Foreign Council delibera- t there.

A live-channel LMD News service over the LMD-TV Network before the Council met at 3 p.m., EST, and the image lo- ticed Middle East discussions.

Taking place in the Security Council Chamber Trans Media LMD Studios, Mental Medium, the Hall and Video Hall LMD-TV, and Radio Broadcast (LMD News) regular TV media- ate) and has Groups for LMD News.

The LMD News Video Is Our Conversational Medium

LMD News Shows have been making the Conversational Second Lately. A "Comment" also entitled "Crisis in the Middle East" and a "Discussion in Sound" program on Security Council 6. Materials have been interned.

Mel-Lew Jerb, LMD/TV

NBC STATEMENT ON AFFILIATE RELATIONSHIP IN CUBA

The following statement was issued today by the National Broadcasting Company:

"There has been some confusion in broadcasting trade reports concerning the status of NBC's affiliate relationship in Cuba.

"NBC has been affiliated with Station CMQ in Havana for approximately 15 years. The relationship between the station and the network has been a most amicable one and continues in full force today. NBC has no intention of altering this long and happy relationship with Station CMQ."

-----o-----

NBC-New York, 8/8/58

MGC STATEMENT ON AFFILIATE RELATIONSHIP IN CUBA

The following statement was issued today by the National Lending Company:

"There has been some reluctance in processing timely requests concerning the status of MGC's affiliate relationship in Cuba.

"MGC has been affiliated with Lorenzo CMG in Havana for approximately 15 years. The relationship between the station and the network has been a most amicable one and continues in full force today. MGC has no information of alleged ties long and happy relationship with Station CMG."

MG-GRM news, 8/3/65

August 11, 1958

NBC'S JULES HERBUVEAUX NAMED VICE PRESIDENT, CENTRAL DIVISION

Lloyd Yoder to Be Vice President, General Manager of Chicago Stations and Raymond W. Welpott General Manager of Philadelphia Outlets

The promotion of Jules Herbuveaux to the newly created position of Vice President, Central Division, of the National Broadcasting Company was announced today by Robert E. Kintner, President of NBC. In his new position, Mr. Herbuveaux, who has been Vice President and General Manager of WNBQ and WMAQ, the NBC-owned stations in Chicago, will be in charge of activities on a corporate level in the Chicago area.

At the same time, the promotion of Lloyd Yoder, Vice President and General Manager of WRCV and WRCV-TV, the NBC-owned stations in Philadelphia, to succeed Mr. Herbuveaux as Vice President and General Manager of the Chicago stations was announced by P. A. Sugg, Vice President, NBC Owned Stations and NBC Spot Sales. Mr. Yoder's appointment will be effective Sept. 8.

Raymond W. Welpott, who joined NBC last June as a general executive in the Owned Stations and Spot Sales Division, has been named to succeed Mr. Yoder, effective Aug. 15, as General Manager of the Philadelphia outlets, it was also announced by Mr. Sugg.

(more)

"Mr. Herbuveaux' career of more than 30 years in broadcasting spans the origination, development and growth of networking in both radio and television," Mr. Kintner pointed out. "As a result of his promotion, NBC will be able to utilize his unique experience and talents in a much broader area in matters affecting the Company as a whole in the Central Division."

Mr. Herbuveaux will report to J. M. Clifford, NBC's Executive Vice President, Administration. Mr. Yoder and Mr. Welpott will report to Mr. Sugg, as in the past.

Mr. Herbuveaux and Mr. Yoder both joined the National Broadcasting Company in 1927 and rose through the ranks to become general managers of their respective stations. Mr. Welpott came to NBC after a career of more than 20 years in broadcasting, first with Station WRGB in Schenectady, and then Station WKY and WKY-TV of Oklahoma City.

-----o-----

NBC-New York, 8/11/58

NBC TRADE NEWS

August 11, 1958

NBC TELEVISION NETWORK'S 1958 SCHEDULE OF NCAA FOOTBALL GAME IS THREE-QUARTERS SOLD OUT

The NBC Television Network's 1958 schedule of NCAA collegiate football games to be telecast nationally on nine dates this Fall, is three-quarters sold out, it was announced today by Walter D. Scott, Vice President, Television Network Sales, for NBC.

The advertisers -- each of whom will sponsor one-quarter of every telecast -- are: The Sunbeam Corporation, Libbey·Owens·Ford Glass Company and Bayuk Cigars, Inc. Sunbeam and Libbey·Owens·Ford were sponsors of the national "Game of the Week" telecasts last year.

The 1958 schedule, which will mark the fourth consecutive season and seventh time in eight years that NBC-TV has carried the collegiate football "Game of the Week," will start Saturday, Sept. 20 and run through Saturday, Dec. 6. Eight of the dates are Saturdays and the ninth is Thanksgiving Day. On the opening and closing dates, two different contests will be carried on a split network basis. Coast-to-coast telecasts will be presented on the other seven dates.

Among the grid powers already scheduled are Auburn (the nation's top-ranked team in some post-season polls last year), Iowa, Navy, Texas A. & M. and Notre Dame -- all among the top 10 teams -- and Army and Tennessee, also highly ranked.

The Perrin-Paus Company is the agency for Sunbeam. Fuller and Smith and Rose, Inc., represents Libbey·Owens·Ford. Feigenbaum and Werman is the agency for Bayuk Cigars, Inc.

-----o-----

NBC COLOR TELEVISION NEWS

August 11, 1958

ALBERT McCLEERY TO PRODUCE FULL-HOUR FRIDAY NIGHT COLORCASTS OF 'THE FURTHER ADVENTURES OF ELLERY QUEEN' ON NBC-TV

Albert McCleery, senior executive producer at NBC, has been named to produce a new live, color television series, "The Further Adventures of Ellery Queen," it was announced today by Robert F. Lewine, Vice President, NBC Television Network programs. The series will be presented from Burbank, Calif., Fridays, from 8-9 p.m., EDT, beginning Sept. 26.

"We are delighted to have obtained such an ideal vehicle as this for one of the outstanding creative men in television," said Mr. Lewine in making the announcement.

"We set out some time ago to acquire the rights to this property with Al McCleery in mind as producer. These negotiations have just been successfully concluded and we are pleased to make the announcement of McCleery's new assignment."

"I am more than happy at the prospects this offers," McCleery stated. Ellery Queen is one of the best known bylines in American mystery writing, credited with 51 excellent books. Coupled with magazine stories, the Ellery Queen character has attracted a tremendously large and loyal following.

(more)

"I'm sure, that by using the one-hour telecast, which is the ideal framework for a mystery-drama series, our shows can parallel the high caliber of the stories."

Each 60-minute program will be a teleplay complete in itself although the title player and several other permanent characters will carry over from week to week. These actors will be announced shortly.

McCleery, who introduced arena-style, theatre-in-the-round techniques in television, joined NBC in 1949. He pioneered in serious drama in the medium with his three-part "Peer Gynt" in 1952 over the NBC-TV Network and has presented several distinguished Shakespearean adaptations. He will use his "Cameo" technique in The "Ellery Queen" series.

His many awards include the Christophers', numerous citations by educational organizations and publications in the television field, two Sylvania Awards and an "Emmy" from the Academy of Television Arts and Sciences.

He brought big-time television drama to the West Coast for Hollywood originations with the historical Summer series of "The Hallmark Hall of Fame" in 1952, subsequently producing and directing 104 "Hallmark" programs there. He later produced, also with West Coast origination, 667 "NBC Matinee Theater" telecasts, in color. McCleery was named executive producer for NBC in 1952.

-----o-----

NBC-New York, 8/11/58

NBC TRADE NEWS

'COUNTY FAIR,' STARRING BERT PARKS AS EMCEE, WILL BE MONDAY-THROUGH-FRIDAY NBC-TV AFTERNOON SERIES

"County Fair," a new daytime variety show starring Bert Parks as emcee, will make its debut as a Monday-through-Friday feature on the NBC-TV Network Sept. 22 (4:30-5 p.m., EDT), it was announced today by Carl Lindemann Jr., Director, Daytime Programs, for NBC Television.

The new program will take the time period now occupied by the third quarter-hour segment of "Queen for a Day" (4:30-4:45 p.m.) and by "Modern Romances" (4:45-5 p.m.,).

"County Fair," which will originate "live" from New York, will be similar to the radio version that ran for almost five years, until 1950. It will offer many of the exciting ingredients of a county fair, including music, singing and entertaining stunts.

Joe Cates will supervise the production for the Gale-Gernannt Corporation, packagers of the program. Perry Cross will be the producer.

NBC-New York, 8/11/58

NBC TELEVISION NEWS

August 11, 1958

FIVE 'WISDOM' FILMED VISITS COMPLETED FOR NEXT SEASON

NBC-TV Series' Roster Includes Edith Hamilton, James B. Conant, Eleanor Roosevelt, Van Wyck Brooks, Daisetz Teitaro Suzuki

Five half-hour visits -- the first of a group of 13 new filmed conversations with outstanding figures of our times -- have been completed for telecast on NBC-TV Network's "Wisdom" series during the 1958-59 season. (Dates and times will be announced.)

Robert F. Lewine, Vice President, NBC Television Network Programs, has announced that the completed half-hours include conversations with Edith Hamilton, James B. Conant, Eleanor Roosevelt, Van Wyck Brooks and Daisetz Teitaro Suzuki. These five programs were produced by Robert Emmett Ginna Jr. The director was Beatrice Cunningham for all but the Edith Hamilton film (directed by Ginna).

"The next two 'Wisdoms' to go into production," Mr. Lewine said, "will present James Thurber and Margaret Mead, and when present negotiations are completed, NBC will announce the full list of the 13 new programs. The exciting and important names we are adding this year augment our already illustrious gallery of personalities like Bertrand Russell, Arnold Toynbee, Robert Frost, Alfred P. Sloan Jr., Herbert Hoover, Nehru, Pablo Picasso, and many others of this caliber. They are all part of the network's continuing series of filmed documents recording the thinking -- and, in many cases, examples of the doing -- of people who have shaped and are still actively engaged in their golden years in shaping our times."

(more)

Outlines of the five new "Wisdom" programs follow:

Edith Hamilton, at 91, is considered one of the world's most influential authorities on the classical world. The author of "The Greek Way," Miss Hamilton is seen and heard in conversation with a friend, Huntington Cairns, counsel of the National Gallery of Art.

James B. Conant, at 65, has been a distinguished chemist, President of Harvard University for 20 years and later U. S. High Commissioner for Germany. Dr. Conant speaks with Nathaniel Ober, principal of the high school in Clayton, Mo., and their subject is the essential problems of American education.

Eleanor Roosevelt, at 74, one of America's foremost "elder stateswomen," speaks with William Attwood, senior editor of Look Magazine. Mrs. Roosevelt talks about political obligations of the citizen, challenges posed by Russia, and hopes for the future.

Van Wyck Brooks, at 72, is the author of the Pulitzer prize-winning book,"The Flowering of New England," and the imposing series of some 20 books about American literary history, of which the aforementioned book is a part. In the film Brooks speaks with Hiram Haydn, executive editor of Random House, about greatness in literature.

Daisetz Teitaro Suzuki, at 88, is a Buddhist sage who has had a considerable influence in the Western world through his writings about Zen, an austere and mystic Buddhist sect. He speaks with his friend Huston Smith, professor of philosophy at the Massachusetts Institute of Technology, and presents clues to the understanding of Zen.

The "Wisdom" series is under the general supervision of Donald B. Hyatt, Director of Special Projects for NBC.

-----o-----

NBC-New York, 8/11/58

ROBERT W. SARNOFF TO RECEIVE COMMANDER-IN-CHIEF
GOLD MEDAL AWARD OF VETERANS OF FOREIGN WARS

FOR RELEASE WEDNESDAY A.M., AUG. 13

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, has been selected to receive the Gold Medal Award of the Commander-in-Chief of the Veterans of Foreign Wars -- the highest honor the national V. F. W. leader can bestow on any individual.

The announcement came today from Richard L. Roudebush, of Indianapolis, Ind., the V. F. W.'s National Commander.

The award went to Mr. Sarnoff "for his outstanding leadership and fearless advocacy of broadcasting as a vital instrument of national communications, and for his staunch support of fundamental principles of Americanism as seen in National Broadcasting Company public service programming."

In announcing the award, Commander Roudebush said: "For a number of years now, we of the Veterans of Foreign Wars have been watching the progress of Robert W. Sarnoff. We were not concerned so much with his personal progress as an executive, but rather we were impressed with his constant awareness of the responsibility that the broadcast industry has to the American public. Certainly, under his leadership, the National Broadcasting Company has carved out an enviable record in the field of public service programming.

(more)

"I feel extremely honored to have the privilege to publicly note the record of Mr. Sarnoff through the presentation of the V. F. W. Commander-in-Chief's Gold Medal Award."

Commander Roudebush will present the award to Mr. Sarnoff at the joint opening session of the Veterans of Foreign Wars 59th Annual National Convention, Monday, Aug. 18, at the New York Coliseum.

-----o-----

NBC TELEVISION NEWS

August 12, 1958

"OUTLOOK" OVERSEES UNDERSEAS STORY

First TV Films of Open-Water Torpedo Firings in Report on Navy's Underwater Research and Training

First television films of open-water torpedo firings will be featured in a report on the Navy's underwater research and training program -- made especially timely by the recent successful voyage of the submarine Nautilus to the North Pole -- on Chet Huntley's "Outlook" Sunday, Aug. 17 (NBC-TV Network, 6:30-7 p.m., EDT). The NBC News presentation was produced by Reuven Frank.

Cameraman John Light, who filmed the presentation, shot the underwater sequence only 12 feet from the torpedo tube. Past TV films of torpedo firings were made in tanks, because ejection speed made open-water photography impossible.

The Navy's underwater swimmers' school in Key West, Fla., is a focal point of the program. Underwater demolition teams are shown in action, leaving a submarine, planting explosives, and returning to the sub -- which never surfaces.

A jet plane is dropped into 140 feet of water to test improved escape techniques for trapped pilots, while the most frequent cause of death for underwater workers -- an air embolism -- is dramatically illustrated by newsfilm of a civilian who spent 140 hours in a recompression chamber after a diving accident -- and lived.

Recovery and disposal of a Vanguard missile by a civilian team at Cape Canaveral, and deep-sea submarine rescue work -- where men dive to 500 feet using helium and oxygen -- are other features.

-----o-----

NEW ZEALAND'S SIR LESLIE MUNRO, UN GENERAL ASSEMBLY PRESIDENT, WILL BE "MEET THE PRESS" GUEST ON NBC-TV AND RADIO

Sir Leslie Munro, President of the United Nations General Assembly -- about to meet in emergency session on the Middle East problem -- will be the guest on "Meet the Press" Sunday, Aug. 17 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Sir Leslie, also Ambassador of New Zealand to the United States and his country's permanent delegate to the UN, will be interviewed by Pauline Frederick of NBC News, May Craig of the Portland (Me.) Press-Herald, Marquis Childs of the St. Louis Post-Dispatch, and Peter Lisagor of the Chicago Daily News.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 8/12/58

NBC COLOR TELEVISION NEWS

FUNSTERS CAROL BURNETT AND EDDIE FOY JOIN 'CHEVY SHOW' LINEUP AUG. 17

John Raitt, Edie Adams and Janet Blair, stars of "The Chevy Show," will welcome comedienne Carol Burnett and comedian Eddie Foy, to the colorcast of Sunday, Aug. 17 (NBC-TV Network, 9-10 p.m., EDT). This will be Miss Burnett's first appearance on the Summer "Chevy" colorcasts. For Foy, the program marks his third guest date of the season.

All five principals open the show with "Clap Yo' Hands." Then Raitt will sing a new song, "El Bandido." Eddie and Janet will present five lullabies. Raitt will sing "I Love You," and Eddie Foy will then dance and sing -- with the help of the Girl Dancers -- "New Fangled Tango." Foy and Carol will offer a comedy sketch. The grand finale is titled "In a French Street Cafe."

YOUNG GOBEL ALSO A HIGH SCORER

Gregg Gobel, 12-year-old son of NBC-TV Network colorcast star George Gobel, just wound up his baseball season as leading batter of the four-team Sherman Oaks (Calif.) Little League. He also pitched and played shortstop. Gregg hopes to become a professional ball player.

-----o-----

NBC-New York, 8/12/58

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

CONTESTANTS FROM MANY FIELDS ON SELECTED GROUCHO MARX REPEAT 'YOU BET YOUR LIFE' SHOWS FOR REST OF SUMMER

Selected repeats of "Groucho Marx -- You Bet Your Life" will continue through Sept. 18 over the NBC-TV and Radio Networks (Radio, Mondays, 8:05-8:30 p.m., and TV Thursdays, 8-8:30 p.m., EDT).

Participants on radio Aug. 25 and on TV Aug. 28 will be Mrs. Bettina Consolo, Burbank widow, teamed with Dennis Devine, son of movie-TV actor Andy Devine of Van Nuys, Calif., and weight-lifter Paul Anderson of Toccoa, Ga., with Los Angeles housewife Mrs. Lydia Mueller.

Mrs. Consolo returns on radio Sept. 1 and TV Sept. 4 paired with Oreste Seragnolo, Italian actor. Others on that program will be Mrs. Caryl Jost, syndicated newspaper poet of Culver City, Calif., paired with Emanuel Klein, Venice, Cal., antique dealer.

Mrs. Consolo will be teamed with Angelo Cerra of Los Angeles for the Sept. 8 radio and Sept. 11 TV shows. Other contestants will be mountaineer Don Davis of Los Angeles with yacht-broker Peggy Slater of San Pedro, Calif., and housewife Madeleine Dudley of Los Angeles with international race-track enthusiast Ras "Prince" Monolulu.

Mrs. Dudley and "Prince" Monolulu will continue on the program Sept. 15 on radio and Sept. 18 on television, along with the team of Dr. Paul Popenoe, marriage consultant of Los Angeles, and a former Miss Norway -- Mona Young of Hollywood.

Groucho will start the 12th consecutive year of his program, in a new time-spot, on television Thursday, Sept. 25 (10 p.m., EDT). The radio edition of "You Bet Your Life" will continue in its same time period, Mondays, 8:05-8:30 p.m., EDT, with new season shows starting Sept. 22.

-----o-----

NBC-New York, 8/12/58

NORTH AMERICAN PHILIPS ORDERS $450,000 IN PARTICIPATIONS ON 'THE JACK PAAR SHOW'

The North American Philips Company, Inc., has ordered 65 NBC-TV Network participations, totaling $450,000, on "The Jack Paar Show," it was announced today by Jim Hergen, Manager, Participating Program Sales for NBC.

The North American Philips order for its Norelco Shavers will begin in September, and was placed through C. J. La Roche Company, Inc.

-----o-----

PRAISES FACT AND TACT IN 'NBC NEWS' ACT

One of America's most distinguished nuclear physicists, who says he never used to watch TV at all, now never sits down to dinner without watching Chet Huntley and David Brinkley on "NBC News." In a letter to the NBC-TV Network, the scientist wrote: "They cut through the publicity and the hokum for a meaningful, useful look at the main news of the moment, and the fortunate thing is -- they haven't lost their sense of humor."

-----o-----

COWARDLY BADMAN FACES VINT'S ACTION IN "RESTLESS GUN"

Vint Bonner (John Payne) has to decide how to deal with a cowardly desperado who has shot his leader in the back for a reward in "Cheyenne Express" on "The Restless Gun" Monday, Aug. 25 (NBC-TV Network, 8 p.m., EDT). Royal Dano plays the coward.

-----o-----

NBC-New York, 8/12/58

NEWSPAPER MANAGER INSTALLED PHONE SYSTEM IN WAREHOUSE OF THE NEW YORK DAILY NEWS

The Daily News, Manhattan, Phone Systems, Inc., the nation's largest independent, Bell System Distributor, installed 400 Centrex lines in the New York Daily News warehouse, located on the Hudson, Manhattan. Telephones are accessed, today by the Bronx, Brooklyn, Queens, Staten Island, Long Island, Westchester, Rockland, Bergen, Passaic, Hudson, Essex, Morris, Somerset, Union, Middlesex, Monmouth counties, Northern New Jersey, Southern Connecticut, Eastern Pennsylvania, Delaware, Maryland, Washington, D.C., Virginia, Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Oklahoma, Kansas, Missouri, Illinois, Indiana, Ohio, Kentucky, Tennessee, Arkansas, Nebraska, Iowa, Minnesota, Wisconsin, Michigan, Pennsylvania, Ontario, Quebec, Nova Scotia, Bermuda, Puerto Rico, Virgin Islands, Canada, Mexico, Central America, Caribbean, Europe, Asia, Africa, Australia, Pacific Islands, Hawaii, Alaska, Japan, Philippines, Taiwan, Korea, Thailand, Malaysia, Singapore, Hong Kong, Indonesia, Sri Lanka, Pakistan, India, Nepal, Bangladesh, Burma, Laos, Cambodia, Vietnam, Iran, Iraq, Kuwait, Saudi Arabia, Yemen, Oman, Jordan, Israel, Lebanon, Syria, Turkey, Cyprus, Greece, Italy, Spain, Portugal, France, Belgium, Netherlands, Luxembourg, Germany, Austria, Switzerland, Denmark, Sweden, Norway, Finland, Iceland, Poland, Czechoslovakia, Hungary, Romania, Bulgaria, Yugoslavia, Albania, Russia, Ukraine, Belarus, Moldova, Estonia, Latvia, Lithuania, Georgia, Armenia, Azerbaijan, Kazakhstan, Uzbekistan, Turkmenistan, Tajikistan, Kyrgyzstan, Mongolia, China, Tibet, Nepal, Bhutan

REVISED CREDITS FOR 'THE JACK PAAR SHOW' ON THE NBC-TV NETWORK

TIME:	Mondays through Fridays, 11:15 p.m. to 1 a.m., EDT.
FORMAT:	Comedy, music and visiting guest stars each night.
HOST:	Jack Paar
MUSIC DIRECTOR:	Jose Melis
PROGRAM MANAGER:	Bill Anderson
COMMERCIAL PRODUCER:	Perry Massey
ASSOCIATE PRODUCER:	Monty Morgan
DIRECTOR:	Kirk Alexander
ASSOCIATE DIRECTOR:	Bob Quinn
ANNOUNCER:	Hugh Downs
WRITERS:	Jack Douglas, Walt Kempley and Paul W. Keyes
SENIOR UNIT MANAGER:	John Carsey
UNIT MANAGER:	Richard Gray
TALENT COORDINATORS:	Tom O'Malley and Chris Carroll
TALENT RELATIONS:	Tom Cochran
PUBLIC RELATIONS COORDINATOR:	Van Bellingham
TECHNICAL SUPERVISOR:	Al Henderson
PRODUCTION ASSISTANTS:	Sheila Reilly, Mitzie Matravers and Suzanne Pelsang
FLOOR MANAGER:	John Lynch
PROPERTY MAN:	Robert Griffin
SET DESIGNER:	Charles Rosen
COSTUMES:	Monty Streitfield
TECHNICAL DIRECTOR:	Noel Warwick
LIGHTING DIRECTOR:	Robert Riley
AUDIO:	Robert Bugg
PREMIERE OF NEW FORMAT ON "TONIGHT" SHOW:	July 29, 1957 (the name of the series was changed to "The Jack Paar Show" Feb. 3, 1958)
NBC PRESS REPRESENTATIVE:	Anne Morrissy (New York)

-----o-----

NBC-New York, 8/12/58

MORE OF A DENT THAN AN IMPRESSION

When his wife's former beau -- wealthy Rodger Crutcher (John Stephenson) -- drops in for a visit, Sock Miller (Jackie Cooper) takes drastic steps to create an impression and almost loses his job on "The People's Choice" Thursday, Aug. 21 (NBC-TV Network, 9 p.m., EDT). Sock has to do some fast talking to keep Crutcher from learning his plight and still stay on good terms with his boss J. B. Barker (Addison Richards).

-----o-----

OUTLAW PLOTS OWN 'WELLS FARGO' CAPTURE (WITH A HITCH)

A notorious outlaw tricks Wells Fargo into paying a reward for his capture, but gets away scot-free in "Bill Longley" on "Tales of Wells Fargo," Monday, Aug. 25 (NBC-TV Network, 8:30 p.m., EDT). Agent Jim Hardie (Dale Robertson) is assigned to capture the gunman and get the money back.

-----o-----

FISHING RUSE HELPS LAW HOOK JEWEL THIEVES IN 'FURY'

Joey and Peewee befriend two fishermen whom they later discover to be jewel thieves, in "A Fish Story," the Saturday, Aug. 30 adventure of NBC-TV Network's "Fury" (11 a.m., EDT). The hoodlums use the boys and Pete as hostages to make good their escape, but are tricked by Joey into catching more fish than the law permits.

-----o-----

NBC-New York, 8/12/58

TWO MORE 'TWENTY-ONE' WINS BRING DR. RUBY UP TO $46,000

Dr. Wade Ruby, Church of Christ minister from Los Angeles, defeated two more "Twenty-One" contestants last night (Aug. 11) and raised his winnings to $46,000. He had won $31,000 before.

When emcee Jack Barry calls on him Monday, Aug. 18, (9 p.m., EDT) on the NBC-TV Network show, Dr. Ruby will be leading his current opponent, 11-1. That person is Donald Barrows, a magazine circulation executive from New York City.

The two quiz victims of Dr. Ruby's $15,000 prize night were Melvin Mandell, an industrial editor of New York City, by a score of 21-1, and William Chartener, an economist of Jackson Heights, N. Y. by 21-11. Both victories were at $500 per point.

-----o-----

"TREASURE HUNT'S" JAN MURRAY IS A SURPRISE PARTY

One surprise followed another on the stage of New York's Century Theatre this morning (Tuesday, Aug. 12) when comedians Buddy Hackett and Sid Gould arrived to help Jan Murray celebrate the first anniversary of "Treasure Hunt" on the NBC-TV Network (Monday through Friday, 10:30 a.m., EDT).

The guest funsters turned up unexpectedly "in the docks" to help the two lady contestants. Their comic routines provoked so much laughter that host Jan awarded victories to both women.

Murray was further surprised when his wife Toni appeared on stage in the role of the Pirate Girl, replacing Marian Stafford for the morning. Mrs. Murray was on hand again to cut the birthday cake, a replica of a treasure chest.

-----o-----

NBC-New York, 8/12/58

TWO MORE "TWENTY-ONES" WINS EXTRA $2,000 OF TV $64,000

Dr. Alvin Moser, Chairman of Queens Municipal Civil Service Commission, and two more "Twenty-One" contestants last night (Feb. 12) had their winnings to $64,000. He had won $2,000 earlier.

When answer Jack Barry asks on his Monday, Feb. 19, NBC-TV network show, Dr. Moser will be leaving great grandson, 11-1. That person is Donald Barrows, a sophomore taken scholarship from New York City.

The two girls winning of $2,000 prize money were Muriel, an industrial editor of New York City, on a scholar, and Gillie Fabiyoni, an economist of Jackson Heights, 21-11. Both ultimates were at $500 per point.

"TERRIFIC SHOW" JAM MEMBER OF A CHURCH CAST

One suspicion followed another on the stage of the Queens Theatre this morning (Tuesday) Feb. 12) when members Group and the could arrived to help Jan Murray rehearsing the first story of "Treasure Hunt" on the NBC-TV network (Monday morning 10:30 a.m., EST).

The great comedian turned to questioning "I'm the Queen" to the Lady contestants. Thirty could answer questions as much as than have the needed vigorously to turn women.

Murray was Christmas surprised that all girls had answered on the main of the First Card, regulation Marian Valiant Fan Club. Mary Harvey was so hard pulls to get the winning value of a treasure trove.

NBC-TV NETWORK PROGRAM SUPPLEMENT

Corrections and Additions (All Times EDT)

SUNDAY, AUG. 17 as of 8/12

6:30-7 P.M.		"Outlook" will present a filmed report on the Navy's underwater research and training program. Chet Huntley is editor.
9-10 P.M. (COLORCAST)	Kill:	Mickey Shaughnessy
	Add:	Eddie Foy as featured guest on "The Chevy Show."

MONDAY, AUG. 18 as of 8/12

11:15 P.M.-1 A.M.	Henny Youngman will emcee "The Jack Paar Show" tonight only. Singer Betty Johnson is a guest.

TUESDAY, AUG. 19 as of 8/12

11:15 P.M.-1 A.M.	Comedians Cliff Arquette and Hans Conried, Betty Johnson, Genevieve, comedienne Arlene Harris, a Marine Corps Drill Team and the winner of the Soap Box Derby are guests on "The Jack Paar Show."

WEDNESDAY, AUG. 20 as of 8/12

11:15 P.M.-1 A.M.	Eva Gabor, Genevieve and comedienne Arlene Harris are guests on "The Jack Paar Show."

THURSDAY, AUG. 21 as of 8/12

11:15 P.M.-1 A.M.	Hans Conried, Cliff Arquette and comedian Lee Allen are guests on "The Jack Paar Show."

FRIDAY, AUG. 22 as of 8/12

11:15 P.M.-1 A.M.	Betty Johnson and Genevieve are guests on "The Jack Paar Show."

WEDNESDAY, AUG. 27 as of 8/12

9-10 P.M. (COLORCAST)	A loud-talking man insists he is innocent of his wife's murder, but refuses to hire a competent lawyer to defend himself in "Web of Guilt" on "Kraft Mystery Theatre."

---o---

END

TELEVISION

Conversations and Auditions (All Times EST)

AUG. 17 as of 8/12

2 P.M.	"Outlook" will present a Times report on the Navy's underwater research and training program. Gary Hunsley is editor.
8 P.M. (EST)	KTLI: Mickey Shaughnessy ABC: Julie Foy as featured guest on "The Chevy Show."

AUG. 18 as of 8/12

8:-1 A.M.	Henry Youngman will emcee "The Jack Paar Show" tonight only. Singer Betty Johnson is a guest.

AUG. 19 as of 8/12

8:-1 A.M.	Comedians Cliff Arquette and Dave Crandall, Betty Johnson, Jerry Lewis, accordionist Arlene Harris, a Marine Corps drill team and the winner of the Soap Box Derby are guests on "The Jack Paar Show."

AUG. 20 as of 8/12

8:-1 A.M.	Eva Gabor, Genevieve and comedians Arlene Harris are guests on "The Jack Paar Show."

AUG. 21 as of 8/12

8:-1 A.M.	Hans Conried, Cliff Arquette and comedian Lee Allen are guests on "The Jack Paar Show."

AUG. 22 as of 8/12

8:-1 A.M.	Betty Johnson and Genevieve are guests on "The Jack Paar Show."

AUG. 23 as of 8/12

(EST)	A jewel-taking man insists he is innocent of his wife's murder, but refuses to give a conclusive larceny to prove himself in "Men of Guilt" on "Court Mystery Theatre."

NBC RADIO NETWORK NEWS

August 12, 1958

EDUCATORS TO CONTRAST AMERICAN AND EUROPEAN SCHOOLS
IN SPECIAL PROGRAM ON NBC RADIO NETWORK

Four educators will contrast U. S. schools with Europe's and consider how this nation might improve its schools in an NBC Radio broadcast, "Should We Revise Our Educational System?" Wednesday, Sept. 10 (network except WRCA, 10:05-10:30 p.m., EDT; WRCA only, Sunday, Sept. 14, 1:05-1:30 p.m., EDT).

They are Dr. Louis M. Hacker, dean of Columbia University Teachers College; Dr. George Z. F. Bereday, of the same institution; Dr. Paul Woodring, consultant to the Ford Foundation, and Raymond F. Howes, editor of the Educational Record of the American Council on Education. Dr. Wilbur E. Gilman, of Queens College, New York City, will be moderator.

The program, an NBC Public Affairs presentation, will be produced in cooperation with the National University Extension Association's Committee on Discussion and School Debate Materials and Interstate Cooperation. The discussion topic is the one chosen for the Association's national high school forensic series for 1958-59. The organization encourages young people to inquire into public questions through public discussion.

-----o-----

JOE RYAN
ROOM 320

NBC TELEVISION NEWS 3-X-H

August 13, 1958

JACK LESCOULIE AND FRED DAVIS NAMED CO-HOSTS OF 'BRAINS AND BRAWN'

Jack Lescoulie and Fred Davis will be co-hosts of "Brains and Brawn," NBC-TV Network novelty series starting Sept. 13 in the Saturday, 10:30-11 p.m., EDT, time-spot, it was announced today by Herb Moss, producer and packager. The premiere will mark the U. S. introduction of the show, which has been a TV favorite in France, Italy, Belgium and Germany.

Lescoulie, feature-caster on NBC-TV's "Today" series, will emcee the "Brawn" segment of the show in which two top professional athletes will compete in their natural environment. This match will be carried via remote pickup.

Davis -- 37-year old prize-winning Canadian TV personality -- will be host of the "Brains" portion which pits two experts in mental competition. This will originate from a New York studio.

Two two-man teams with a "Brain" (expert) and a "Brawn" (athlete) on each will be featured.

The "Brains" will compete on quiz questions with the first expert to give a correct answer winning his half of the first step. The "Brawns" will then try their skills against one another in a physical test. Each step will become increasingly more difficult and carry with it a larger portion of prize money.

-----o-----

August 13, 1958

NBC NEWS' INITIATIVE COMES TO FORE IN COMPLETENESS OF TV AND RADIO COVERAGE OF UN GENERAL ASSEMBLY

Today's history-making session of the United Nations General Assembly was covered in full by the NBC-TV and NBC Radio Networks.

In addition to its blanket coverage -- NBC-TV was the only network to carry more than President Eisenhower's address -- NBC News mobilized its staff in New York and Washington to provide viewers with exclusive highlights of the proceedings.

A mobile TV unit was stationed outside the President's New York hotel and, at 10:41 a.m., EDT, his departure for the UN was shown live. The mobile unit was also used during the "Today" show for on-the-spot analysis from NBC News correspondent Ray Scherer.

At 10:46, NBC-TV switched its cameras to the start of the UN session, and picked up the President's arrival and procession to the chamber. During his address, NBC-TV once again demonstrated its initiative by utilizing its own cameras to supplement the regular UN pool feed -- the only network to do this.

After the President's speech, NBC-TV continued to cover all developments at the United Nations, while the other networks returned to their regularly scheduled programs.

(more)

A 10-minute news special, utilizing NBC News correspondents Frank McGee and Merrill Mueller in New York, and David Brinkley and Robert McCormick in Washington, was telecast during the recess following the President's speech.

NBC-TV then returned to the floor to carry the remainder of the session, which ended at 12:45 p.m., EDT. The addresses of Soviet Foreign Minister Andrei Gromyko and the Jordanian and United Arab Republic representatives were presented in full.

Before the start of the session, Frank McGee did one-minute previews at 9, 9:30, and 10 a.m., EDT, and the "Today" show had three remotes from the UN with NBC News correspondents Pauline Frederick and Merrill Mueller.

Regularly scheduled programs of the NBC Radio Network were pre-empted this morning by broadcasts of the emergency session of the United Nations General Assembly.

Starting at 10:44 a.m., EDT, the network presented commentary by NBC News correspondents Pauline Frederick and Ben Grauer and the proceedings of the special session direct from the United Nations. The speeches of President Eisenhower and Soviet Foreign Minister Gromyko were broadcast in their entirety. The news broadcast usually scheduled at 12 noon was delayed until 12:25 p.m. to enable the broadcast from the United Nations to continue uninterrupted. It was concluded at 12:52 p.m. (All Times EDT).

Pre-emptions of scheduled programs included "My True Story" (in part) and "Bert Parks' Bandstand."

-----o-----

NBC-New York, 8/13/58

NBC COLOR TELEVISION NEWS

ETHEL FRANK AND DARRELL ROSS NAMED ASSOCIATE PRODUCERS OF 'THE FURTHER ADVENTURES OF ELLERY QUEEN'

Ethel Frank and Darrell Ross have been announced as associate producers of the "Further Adventures of Ellery Queen" by executive producer Albert McCleery. The colorcast series will start on Friday, Sept. 26 (NBC-TV Network, 8-9 p.m., EDT). Miss Frank will be in charge of scripts and Ross in charge of operations. Both of them have been associated with McCleery for a number of years on several dramatic series.

Miss Frank, who will operate her office in New York, has bought and edited well over 1,000 scripts produced by McCleery in their eight-year association. She has worked with him on such shows as "Cameo Theatre," "Fireside Theatre," "Regent Playhouse," "Hallmark Hall of Fame," "Mike Todd Show," "Kate Smith Hour" and "NBC Matinee Theater."

Ross joined McCleery five years ago and has been associated with him in the production of 890 plays, including 104 on the Hallmark series and 666 on "NBC Matinee Theater." Since the program will originate in the large NBC color studios in Burbank, he will be based on the West Coast.

-----o-----

NBC-New York, 8/13/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Month of September, 1958 (All Times EDT)

Monday through Friday, Sept. 1-5

12:30-1 p.m. -- "It Could Be You" - audience-participation show with surprises. Bill Leyden is host.

2:30-3 p.m. -- "Haggis Baggis" - game program starring Fred Robbins as emcee.

Monday, Sept. 1

7:30-8 p.m. -- "Haggis Baggis" - game program with Jack Linkletter as emcee.

Tuesday, Sept. 2

8-9 p.m. -- "The Investigator" - a live mystery series co-starring Lonny Chapman as investigator Jeff Prior and Howard St. John as ex-newspaperman Lloyd Prior, the investigator's father.

Wednesday, Sept. 3

9-10 p.m. -- "Kraft Mystery Theatre" - live mystery dramas. Tonight- "Backtrack," by Sam Elkin.

Thursday, Sept. 4

7:30-8 p.m. -- "Tic Tac Dough" - the audience-participation show based on the game of "Tic Tac Toe." Jay Jackson is emcee.

10-10:30 p.m. -- "The Price is Right" - the audience-participation show which tests the contestant's ability to judge the value of merchandise. Bill Cullen is emcee.

(more)

Friday, Sept. 5

7:30-8 p.m. -- "Big Game" - an audience-participation program with a big game hunting theme. Tom Kennedy is host.

Saturday, Sept. 6

8-9 p.m. -- "The Bob Crosby Show" - starring Bob Crosby with Gretchen Wyler, and guest stars.

Sunday, Sept. 7

7-7:30 p.m. -- "Noah's Ark" - repeat filmed dramas based on the experiences of a young veterinarian. Paul Burke, May Wynn and Victor Rodman star. Tonight - "The Guide"

8-9 p.m. -- "The Steve Allen Show" - music, comedy and variety series starring Steve Allen with guest stars. (RETURN)

9-10 p.m. -- "The Chevy Show" - starring Edie Adams, Janet Blair and John Raitt. Music, comedy and variety.

Monday through Friday, Sept. 8-12

12:30-1 p.m. -- "It Could Be You," with Bill Leyden as host.

2:30-3 p.m. -- "Haggis Baggis," with Fred Robbins as host.

Monday, Sept. 8

7:30-8 p.m. -- "Haggis Baggis," with Jack Linkletter as emcee.

Tuesday, Sept. 9

8-9 p.m. -- Filmed drama to be announced.

Wednesday, Sept. 10

9-10 p.m. -- "Kraft Mystery Theatre"

Thursday, Sept. 11

7:30-8 p.m. -- "Tic Tac Dough," with Jay Jackson as emcee.

10-10:30 p.m. -- "The Price is Right," with Bill Cullen as emcee.

(more)

Friday, Sept. 12

7:30-8 p.m. -- "Big Game" with Tom Kennedy as emcee.

Saturday, Sept. 13

8-9 p.m. -- "The Perry Como Show," starring Perry Como in a program of music, comedy and variety, with guest stars. Featured are the Louis Da Pron Dancers, the Ray Charles Singers and Mitchell Ayres and his orchestra. (RETURN)

Sunday, Sept. 14

7-7:30 p.m. -- "Noah's Ark" - tonight - "The Talking Ostrich."

7:30-8 p.m. -- "Northwest Passage" -- the epic story of Major Robert Rogers and his Rangers and their heroic exploits in the French and Indian War. Keith Larsen, Buddy Ebsen and Don Burnett star. (PREMIERE)

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Chevy Show," starring John Raitt, Edie Adams and Janet Blair, with the comedy team of Rowan and Martin.

Monday through Friday, Sept. 15-19

12:30-1 p.m. -- "It Could Be You," with Bill Leyden as emcee.

2:30-3 p.m. -- "Haggis Baggis," with Fred Robbins as emcee.

Monday, Sept. 15

7:30-8 p.m. -- "Haggis Baggis," with Jack Linkletter as emcee.

Tuesday, Sept. 16

7:30-9 p.m. -- "The Pied Piper of Hamelin," starring Van Johnson, Claude Rains, Lori Nelson, Kay Starr and Jim Backus. A musical play based on the classic poem by Robert Browning. Book and lyrics by Hal Stanley and Irving Taylor. (filmed repeat)

Wednesday, Sept. 17

9-10 p.m. -- "Kraft Mystery Theatre."

(more)

[illegible]

[illegible] -- "Big Game" with Tom [illegible] [illegible].

[illegible]

[illegible] -- "The Jerry Cook Show," starring Jerry Cook in a [illegible] [illegible] (music, comedy and variety), with guest [illegible]. Featured are [illegible] Lorne M. Jon Lawrence, the Jay Chorus Singers and Orchestra, [illegible] and his orchestra. (LIVE)

[illegible]

[illegible] -- "Adam's Ark" -- tonight -- "The Talking Orchestra."

[illegible] -- "Hornbrew Lounge" -- old-style [illegible] of Major Lance [illegible] and his Lounge and their bawdy [illegible] in the [illegible] [illegible] Lounge Show. Keith Larson, Randy Sparks and Don Burnett star. ([illegible])

[illegible] -- "The Steve Allen Show."

[illegible] -- "The Jerry Blum," starring John Smith, Bill Adam and [illegible] Blake, with the comedy team of Brown and Martin.

[illegible] Friday, [illegible]

[illegible] -- "It Could Be You," with Bill Leyden as emcee.

[illegible] -- "Hunter Hunt," with Fred Hamilton as emcee.

[illegible]

[illegible] -- "Hippie People," with Jack Lindsley as emcee.

[illegible]

[illegible] -- "The Mad Liner of Hamlin," starring Van Johnson, [illegible] Lilley, Lou Nelson, Kay Stone and Jim Stolum. A [illegible] [illegible] comedy or the atomic [illegible] by Robert [illegible]. Teck and [illegible] by Hal Hamlin and Irving Taylor. (Filmed [illegible])

[illegible]

Thursday, Sept. 18

7:30-8 p.m. -- "Tic Tac Dough," with Jay Jackson as emcee.

10-10:30 p.m. -- "The Price is Right," with Bill Cullen as emcee.

Saturday, Sept. 20

8-9 p.m. -- "The Perry Como Show."

Sunday, Sept. 21

7:30-8 p.m. -- "Northwest Passage."

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Chevy Show," starring Janet Blair, John Raitt and Edie Adams, and featuring comedian Stan Freberg.

Monday through Friday, Sept. 22-26

12:30-1 p.m. -- "It Could Be You," with Bill Leyden as emcee.

2:30-3 p.m. -- "Haggis Baggis," with Fred Robbins as emcee.

Monday, Sept. 22

7:30-8 p.m. -- "Haggis Baggis," with Jack Linkletter as emcee.

Tuesday, Sept. 23

8-9 p.m. -- "The George Gobel Show," starring George Gobel in a music, comedy and variety program with guest stars. (RETURN)

Wednesday, Sept. 24

8:30-9 p.m. -- "The Price is Right," with Bill Cullen as emcee. (NEW TIME)

9-10 p.m. -- "Kraft Mystery Theatre."

Thursday, Sept. 25

7:30-8 p.m. -- "Tic Tac Dough," with Jay Jackson as emcee.

(more)

5 - NBC-TV Network Colorcast Schedule for September

Friday, Sept. 26

8-9 p.m. -- "The Further Adventures of Ellery Queen," a new "live" mystery series produced by Albert McCleery. (PREMIERE)

Saturday, Sept. 27

8-9 p.m. -- "The Perry Como Show."

Sunday, Sept. 28

7:30-8 p.m. -- "Northwest Passage."

8-9 p.m. -- "The Steve Allen Show."

9-10 p.m. -- "The Chevy Show," starring Edie Adams, Janet Blair and John Raitt.

Monday and Tuesday, Sept. 29 and 30

12:30-1 p.m. -- "It Could Be You," with Bill Leyden as emcee.

2:30-3 p.m. -- "Haggis Baggis," with Fred Robbins as emcee.

Monday, Sept. 29

7:30-8 p.m. -- "Haggis Baggis," with Jack Linkletter as emcee.

Tuesday, Sept. 30

8-9 p.m. -- "The Eddie Fisher Show" starring Eddie Fisher in a music, comedy and variety program with guest stars. (RETURN)

-----o-----

NBC-New York, 8/13/58

JOE RYAN
ROOM 320

NBC TRADE NEWS

3-X-H

NBC RADIO NETWORK NAMES NORMAN S. LIVINGSTON
AS DIRECTOR OF RADIO PROGRAM SALES

Appointment of Norman S. Livingston to the newly created position of Director of Radio Program Sales, NBC Radio Network, was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

Mr. Livingston has been Director of NBC Radio Network Programs. He will continue to report to Jerry A. Danzig, Vice President for NBC Radio Network Programs.

"Creation of the new position, which parallels the NBC Television Network setup, will forge a closer link between programming and sales," Mr. Culligan explained. "It places more emphasis on the acceleration of NBC Radio's "Star Dust" policy -- the development of greater participation by famous personalities in all NBC Radio Network programs. Mr. Livingston will be able to aid more effectively in the sale of these talent segments."

-----o-----

NBC-New York, 8/14/58

August 14, 1958

CAST ANNOUNCED FOR WORLD PREMIERE OF MENOTTI'S "MARIA GOLOVIN" BY NBC OPERA COMPANY AUG. 20 AT BRUSSELS WORLD'S FAIR

The cast for the world premiere of Gian Carlo Menotti's opera "Maria Golovin" to be presented by the NBC Opera Company at the Brussels World's Fair on Wednesday, Aug. 20, has been announced by producer Samuel Chotzinoff and musical director Peter Herman Adler.

Soprano Franca Duval will sing the title role in the new opera which will be performed in the American Theatre in Brussels through Aug. 31. Richard Cross, bass-baritone, will sing Donato; William Chapman, baritone, the prisoner; Patricia Neway, dramatic-soprano, the mother; Ruth Kobart, mezzo-soprano, will be Agata; Herbert Handt, tenor, the tutor; and Sandro Latini the boy Trottolo.

The story concerns a blind man, Donato, who lives with his mother. He falls in love with a married woman with a child, whose husband is a prisoner of war. They have an affair. Then a prisoner escapes and comes to the house. By this time Donato has grown jealous of Maria. He is consumed with passion thinking that she is unfaithful to him and when the prisoner advises Donato that he can free himself from torment only by an act of violence, he resolves to kill Maria. He asks his mother's aid in pointing the gun.

Menotti has staged the work. Rouben Ter-Arutunian designed the sets and costumes. The set is actually a cage, reflecting the theme of the opera that we are all prisoners of one kind or another. Peter Herman Adler will conduct.

-----o-----

NBC COLOR TELEVISION NEWS

BERENICE WEILER NAMED CASTING DIRECTOR FOR 'HALLMARK HALL OF FAME' ON NBC-TV

Berenice Weiler has been appointed casting director for NBC-TV Network's "Hallmark Hall of Fame" colorcasts, according to an announcement by Mildred Freed Alberg, the program's executive producer. Miss Weiler will join the Hallmark staff this month after her return from London, where she has been associate producer for Sid Caesar's BBC series. She has been associated with Caesar's TV productions for the last several years. She also has been a stage manager of Broadway shows and has frequently been a Summer theatre director.

"Hallmark Hall of Fame" will return to the air Monday, Oct. 13, with "Johnny Belinda" starring Julie Harris.

-----o-----

DOGGY AWARD

Steverino, greyhound "regular" on "The Steve Allen Show" colorcasts on NBC-TV, will be honored by the "first annual Steverino rhinestone collar award" given to the outstanding canine at the 13th annual Garden State Pet show at Asbury Park, N. J., Saturday, Aug. 16. This event climaxes the Youth Week program in the resort city.

-----o-----

NBC-New York, 8/14/58

NBC RADIO NETWORK NEWS

August 14, 1958

"DON AMECHE'S REAL LIFE STORIES" RETURNING TO NBC RADIO NETWORK AS LEAD-OFF PROGRAM IN TWO-HOUR BLOCK OF AFTERNOON DRAMAS

"Don Ameche's Real Life Stories" will return to the NBC Radio Network Monday, Sept. 8, as the lead-off program in the two-hour block of afternoon dramas, Jerry A. Danzig, Vice President of Radio Network Programs, announced today.

The program, which until recently was included in NBC Radio's morning schedule, will be presented Mondays through Fridays at 2:05-2:30 p.m., replacing "True Confessions." Featuring stage and screen performer Don Ameche as host and star, the program presents a complete original story each week.

Commenting on the new schedule, Mr. Danzig said: "In response to the hundreds of listener requests for continuation of Don Ameche's program, we have rescheduled this popular dramatic feature in the afternoon block of dramas."

"Don Ameche's Real Life Stories" is produced and directed by Himan Brown, who was voted the year's outstanding radio director in the annual Radio-TV Daily poll of writers and critics.

-----o-----

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Aug. 24 - 30 (All Times EDT)

Sunday, Aug. 24

7-7:30 p.m. -- "Noah's Ark" -- Paul Burke stars as a young veterinarian. Victor Rodman and May Wynn are featured. Tonight -- "The Reluctant Reindeer."

8-9 p.m. -- "Steve Allen Presents Steve Lawrence and Eydie Gorme" -- in a program of music, comedy and variety with guest stars.

9-10 p.m. -- "The Chevy Show" -- a program of music, comedy and variety starring John Raitt, Edie Adams and Janet Blair, with the comedy team of Rowan and Martin.

Monday through Friday, Aug. 25-29

12:30-1 p.m. -- "It Could Be You" -- an audience-participation show with surprises. Bill Leyden is host.

2:30-3 p.m. -- "Haggis Baggis" -- A game program starring Fred Robbins as emcee.

Monday, Aug. 25

7:30-8 p.m. -- "Haggis Baggis" -- starring Jack Linkletter as host.

Tuesday, Aug. 26

8-9 p.m. -- "The Investigator" -- a new "live" mystery series starring Lonny Chapman as Jeff Prior, the investigator, and Howard St. John as his father, Lloyd Prior.

(more)

Wednesday, Aug. 27

9-10 p.m. -- "Kraft Mystery Theatre" -- tonight's mystery drama is "Web of Guilt."

Thursday, Aug. 28

7:30-8 p.m. -- "Tic Tac Dough" -- an audience-participation show based on the game of "Tic Tac Toe." Jay Jackson is emcee.

10-10:30 p.m. -- "The Price is Right" -- contestants try to judge the value of merchandise. Bill Cullen is host.

Friday, Aug. 29

7:30-8 p.m. -- "Big Game" -- big game hunting is the theme of this audience-participation show. Tom Kennedy is host.

Saturday, Aug. 30

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby with dancer Gretchen Wyler. Tonight's guests are George De Witt, June Valli, Vaughn Monroe, and Leslie Uggams (winner on "Name That Tune").

-----o-----

NBC-New York, 8/14/58

[illegible]

[illegible] Aug. 6)

[illegible] p.m. -- "Hell's Kitchen's Disaster" -- tonight's mystery drama in "Out of Order."

[illegible]day, Aug. 28

[illegible]:45 p.m. -- "It's Top Secret" -- an audience-participation show based on the game of "Tic Tac Toe," day fraction in three [illegible]:30 p.m. -- "Big Price is Right" -- contestants try to judge the value of merchandise. Bill Cullen is host.

[illegible] Mon. 29

[illegible]:45 p.m. -- "Big Game" -- big game hunting is the theme of this audience-participation show. Tom Kennedy is host.

[illegible]day, Aug. 31

[illegible] p.m. -- "The Bob Crosby Show" -- featuring Bob Crosby with dancer Gwendolyn Tyler. Tonight's guests are George Di Vita, Jane Veith, Vaughn Monroe, and Leslie Uggams (winner on "Name That Tune").

NBC-New York, 8/14/56

JOE RYAN
ROOM 320

3-X-H

NBC COLOR TELEVISION NEWS

MARY MARTIN TO STAR IN TWO NBC SPECIAL COLORCASTS IN SINGLE DAY--
A MATINEE PRIMARILY FOR CHILDREN AND AN EVENING SHOW FOR ADULTS

- - -

Live Musical Presentations Will Be Easter Weekend Attractions

FOR RELEASE MONDAY A.M., AUGUST 18

A dramatic new program concept will be introduced to television early next Spring when Mary Martin stars in two live-in-color musical shows on the same day -- with one performance designed primarily for children, the second for adults.

Robert E. Kintner, President of the National Broadcasting Company, announced that contracts for these unique dual presentations over the NBC Television Network have been signed with Miss Martin and Richard Halliday. Mr. Halliday, who is Miss Martin's husband, will be executive producer.

The programs will comprise an Easter weekend matinee for the young audience and then, on the evening of the same day, a performance tailored for adults.

The programs will draw material from the stage production of "Music With Mary Martin" that Miss Martin will take on a six-month, 83-city tour of the United States starting in September.

As outlined by Mr. Kintner, these NBC-TV presentations will be basically one-woman shows. They will feature Miss Martin in songs

(more)

she has been singing since she introduced Cole Porter's "My Heart Belongs to Daddy" on the Broadway stage in "Leave It To Me" and became overnight a showbusiness sensation.

Luiz Bonfa, Brazilian guitar virtuoso, and Dick Sanders, dancer, will assist Miss Martin.

"In providing TV with several of its most enchanted evenings," Mr. Kintner said, "Miss Martin has ranged from the whimsey of James M. Barrie's Neverland to the sophisticated satire of Thornton Wilder. She has demonstrated an appeal to every age group that is one of the theatrical phenomena of our time. Now, with two Mary Martin shows on a single day, we hope to provide two of television's greatest shows for two separate audiences, one predominantly young, the other mature."

Among Miss Martin's enduring triumphs on the musical stage have been "One Touch of Venus," "Lute Song," "Annie Get Your Gun," "South Pacific" and "Peter Pan." It was as Peter Pan in NBC's live colorcast of the full production of her Broadway hit musical in March, 1955, that Miss Martin attracted more than 67,000,000 TV viewers -- the largest audience ever to have seen a two-hour show on a single network. The following season the program was telecast again to a highly enthusiastic audience. Last year Miss Martin played Annie Oakley in her widely acclaimed two-hour NBC-TV production of "Annie Get Your Gun." Mr. Halliday was the executive producer of all these shows.

-----o-----

NBC TELEVISION NEWS

August 15, 1958

SEMI-FINAL AND FINAL ROUNDS OF NATIONAL SINGLES TENNIS CHAMPIONSHIPS TO BE COVERED BY NBC-TV NETWORK FROM FOREST HILLS SEPT. 6 AND 7

Television coverage of the semi-final and final rounds of the National Singles Tennis Championships at the West Side Tennis Club in Forest Hills, N. Y., again will be presented by the NBC-TV Network on Saturday and Sunday, Sept. 6 and 7, NBC Sports Director Tom S. Gallery announced today.

Former champion Don Budge will be one of the commentators for the tennis telecasts, with another announcer to be named. Budge won the National Singles crown in 1937 and 1938, and in the latter year he scored the first and only "grand slam" of tennis by winning the U. S., Wimbledon, French and Australian singles titles.

NBC-TV will cover part of the men's semi-final round on Sept. 6, starting at approximately 5 p.m., EDT (the tennis will follow the "Major League Baseball" telecast seen on most stations). The women's and men's finals will be seen on Sept. 7 when the TV coverage begins at 2 p.m., EDT. The world's top amateur players will compete in the tourney, which starts Aug. 29. Defending champions are Althea Gibson and Australia's Mal Anderson.

This will be the seventh straight year and 10th time since 1947 that NBC-TV has covered the National Singles tournament, one of the nation's great sports attractions. NBC pioneered televising tennis events, making the first tennis telecast on Aug. 9, 1939.

-----o-----

PAUL TAUBMAN'S "MUSIC IN PHILATELY" EXHIBIT SET FOR WASHINGTON

The "Music in Philately" stamp collection, purchased earlier this year by Paul Taubman, NBC music personality, will be exhibited at the Main Post Office in Washington, D. C., on invitation of Postmaster General Arthur E. Summerfield, starting Tuesday, Aug. 19. The collection contains more than 1,000 stamps, every one with a musical motif. Taubman, musical director of NBC-TV Network's "Twenty-One," "Tic Tac Dough" and "Dough Re Mi" quiz shows, bought the collection at an auction in March. It was formerly owned by the late piano manufacturer Theodore E. Steinway. Taubman, a philatelist as well as composer, organist and restaurateur, said the collection later will go abroad to be exhibited at the Vatican, London, Moscow and the Brussels World's Fair.

-----o-----

NBC-New York, 8/15/58

JOE RYAN
ROOM 320

NBC TRADE NEWS

3-X-H

August 21, 1958

STERLING DRUG RENEWS 'SABER OF LONDON' SPONSORSHIP ON NBC-TV

Sterling Drug, Inc., has renewed sponsorship, for the 1958-'59 season, of "Saber of London" on the NBC-TV Network, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

The series, filmed in England and starring Donald Gray as Mark Saber, the one-armed British sleuth, will be telecast Sunday evenings (7-7:30 p.m., NYT) beginning Oct. 19.

Dancer-Fitzgerald-Sample, Inc., is the agency for Sterling Drug.

-----o-----

TWO VIRGINIA STATIONS--WINA, CHARLOTTESVILLE, AND WJMA, ORANGE--
TO BECOME NBC RADIO NETWORK AFFILIATES ON OCT. 1

Two Virginia radio stations will become affiliated with the NBC Radio Network Oct. 1, Harry Bannister, Vice President in charge of NBC Station Relations, announced today. They are WINA in Charlottesville and WJMA in Orange.

Both stations are owned by the Charlottesville Broadcasting Corporation. Donald G. Heyne is president of the company and general manager of WINA, which operates on 1,400 kilocycles with 250 watts power. Bob C. Wagner is General Manager of WJMA, which operates on 1,340 kilocycles with 250 watts power.

-----o-----

NBC TELEVISION NEWS

August 21, 1958

NBC NEWS TO PRESENT SPECIAL TELECAST OF ARRIVAL OF ATOMIC SUBMARINE NAUTILUS IN NEW YORK

NBC News will cover the arrival of the atomic submarine Nautilus in New York, Monday, Aug. 25 with a 15-minute live special program (NBC-TV Network, 10:15-10:30 a.m., EDT).

NBC News correspondents Frank McGee and David Brinkley will handle the commentary. McGee, at the Brooklyn Navy Yard dockside, will describe the scene of families waiting to see their sons, husbands and sweethearts who have been aboard the record-breaking sub for months, while Brinkley will interview Rear Admiral Hyman Rickover, "father of the atomic submarine," and Commander William R. Anderson, who has skippered the Nautilus since June 19, 1957.

Jim Kitchell will direct the telecast for NBC News.

NBC-TV NETWORK PROGRAM

"TODAY" CAMERAS COVER N. Y. HARBOR FOR NAUTILUS' HOMECOMING

The gala homecoming into New York Harbor of the atom-powered submarine Nautilus in celebration of her epic sub-polar voyage will be covered in several remote pick-ups during NBC-TV Network's "Today" program, Monday, Aug. 25, beginning at 7 a.m., EDT.

Three camera locations will be used to follow the Nautilus through the Narrows and into the upper harbor.

Two cameras will be positioned on a destroyer escort in the Narrows where "Today" reporter Cliff Evans will interview Captain Eugene P. Wilkinson, the first Nautilus captain.

Two cameras will be stationed at Battery Park where "Today" reporter Paul Cunningham will be interviewing families of the Nautilus crew members.

One camera will be atop the Downtown Athletic Club roof for long shots in tracking the submarine's entire harbor arrival.

"Today" is telecast over the NBC-TV Network, Monday through Friday, 7-10 a.m., EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.

-----o-----

NBC-New York, 8/21/58

NBC TRADE NEWS

August 21, 1958

'TALES OF WELLS FARGO' STARTS NEW FALL SEASON
ON NBC-TV NETWORK MONDAY, SEPT. 8

"Tales of Wells Fargo," NBC-TV Network adult western series starring Dale Robertson, begins its new Fall season on Monday, Sept. 8 (8:30 p.m., EDT).

Based on stories about the Wells Fargo Express Company that played a significant and exciting part in the development of the American West, the series has consistently held a leading place in the nation's top 10 TV programs.

In the premiere show of the 1958-59 season, "The Gambler," on Sept. 8, Jim Hardie (Dale Robertson) learns that if you're going to trust a man, you've got to go all the way. Jim's faith in Bill Dowd, a gambler just released from prison, pays off when a robbery attempt is made on the Wells Fargo office. In "The Gambler" cast are Tom Pittman as Dowd, Wilton Graff as Roy Emmett, Richard Deacon as Sam Potter and Orville Sherman as Anderson.

"Tales of Wells Fargo" is produced by Nat Holt and directed by Earl Bellamy.

The 1958-59 season will be sponsored by the American Tobacco Company (Pall Mall Cigarettes) and the Buick Dealers of America. Respective advertising agencies for the sponsors are Sullivan, Stauffer, Colwell and Bayles and McCann-Erickson Inc.

-----o-----

CREDITS FOR 'TALES OF WELLS FARGO' ON THE NBC-TV NETWORK

TITLE:	"Tales of Wells Fargo"
TIME:	NBC-TV Network, Mondays, 8:30 p.m., EDT. (new Fall series starts Sept. 8).
FORMAT:	Authentic Western series based on stories of the famed express company that played a significant part in building the West.
SERIES STAR:	Dale Robertson as Wells Fargo Agent Jim Hardie.
PRODUCER:	Nat Holt.
DIRECTOR:	Earl Ballamy.
STORY CONSULTANT:	Frank Gruber.
WRITERS:	Various.
DIRECTOR OF PHOTOGRAPHY:	Bud Thackery, A. S. C.
ART DIRECTOR:	Howard E. Johnson.
EDITORICAL SUPERVISOR:	Richard G. Wray, A. C. E.
FILM EDITOR:	Gene Palmer.
ASSISTANT DIRECTOR:	Hilton A. Green.
SOUND:	Richard Tyler.
THEME MUSIC:	"Tales of Wells Fargo" by Stanley Wilson and Mort Greene.
SPONSORS AND AGENCIES:	The American Tobacco Company, through Sullivan, Stauffer, Colwell and Bayles; the Buick Dealers of America, through McCann-Erickson, Inc.
PREMIERE DATE:	March 18, 1957.
NBC PRESS REPRESENTATIVE:	Bill Fague (New York); Kay Mulvihill (Hollywood).

-----o-----

NBC-New York, 8/21/58

'STEVE CANYON' NBC-TV SERIES STARTS SATURDAY, SEPT. 13,
WITH FAMED COMIC STRIP HERO IN ADVENTUROUS MISSION

When the NBC-TV Network's new filmed adventure series, "Steve Canyon," makes its debut on Saturday, Sept. 13 (9 p.m., EDT), it brings Milton Caniff's famed comic strip character, Lt. Col. Stevenson B. Canyon, to life on viewers' screens. Dean Fredericks stars as the Air Force's famous colonel.

The pilot film, "Operation Towline," launches the series. In it, Canyon assumes command of an experimental mission involving a huge KB-50 fueling ship and three Convair F-102 interceptor fighters. The dangerous mission calls for the "mother" ship, piloted by Canyon, to tow the three jets as power-off gliders until a war missile is sighted. One of the "chicks" develops engine trouble and jeopardizes the entire project for all four planes when the time comes for the fighters to be cut loose to streak after the "enemy."

Cast of "Operation Towline" includes Harry Townes as Brig. Gen. "Shanty" Towne, Susan Alexander as Jeets, Paul Frees as S/L Durkel of the RAF, Morgan Woodward as Major. Tex Berry, Dan Barton as Capt. Bullet McVay and Ray Montgomery as Col. Frye.

In the premiere show and those that follow, the "Steve Canyon" series will unveil heretofore unreleased footage of U. S. Air Force scientific achievements. This will be possible through cooperation of the Air Force and the nation's aircraft industry. A veteran Air Force Flyer, Lt. Col. Frank P. Ball, is serving as technical adviser.

"Steve Canyon" is a Pagasus Production, with Michael Meshekoff executive producer and David Haft producer. The Liggett & Myers Tobacco Company is the sponsor through McCann-Erickson, Inc.

-----o-----

NBC-New York, 8/21/58

MONITOR
THE NBC WEEK-END RADIO SERVICE

HOME TOWN PRIDE PROMPTS NON-AFFILIATED STATION IN SOUTH CAROLINA TOWN TO TIE IN WITH NBC RADIO NETWORK'S "MONITOR" FOR ONE-DAY FEATURE

A special 175-mile telephone line will connect Station WSLC, Loris, S. C., with the NBC Radio Network to enable the people of Loris to hear NBC Radio's "Monitor" on Saturday, Aug. 23.

The arrangement was made possible by a unique agreement between the station and local businessmen, who wanted to make it possible for everyone in the town to hear a series of six "Monitor" features which were recorded in Loris recently by Paul Mason. The features deal with the growing, storage and auctioning of tobacco -- a product for which the region is noted.

The station, which is not affiliated with any network, agreed to cancel its regular programs and commercials from 10 a.m. to 5 p.m. on the day of the "Monitor" broadcasts. The town's businessmen raised money to pay for the telephone line which will enable Station WSLC to carry the program.

The mayor of Loris has proclaimed Aug. 23 "Monitor Day" and a number of loudspeakers have been set up in the tobacco warehouses to make it convenient for visitors from surrounding areas to hear the program.

-----o-----

NBC-New York, 8/21/58

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE STEVE ALLEN SHOW' COLORCASTS ON NBC-TV NETWORK

COLORCAST:	(Live, from New York) Sundays, 8-9 p.m., EDT, resuming Sept. 7 after Summer hiatus.
STAR:	Steve Allen.
CAST:	Guests vary each week. Regulars are Louis Nye, Tom Poston and Don Knotts.
CONDUCTOR:	Skitch Henderson.
ANNOUNCER:	Gene Rayburn.
FORMAT:	Comedy-variety, skits with guests, special features.
EXECUTIVE PRODUCER:	Jules Green.
PRODUCER:	Bill Harbach.
DIRECTOR:	Dwight Hemion.
ASSOCIATE PRODUCER:	Nick Vanoff.
ASSISTANT PRODUCER:	Jim Elson.
WRITERS:	Leonard Stern, supervisor of comedy writing and production; Steve Allen, Stan Burns, Herb Sargent, Bill Dana and Don Hinkley.
UNIT MANAGER:	Sigmund Bajak.
COSTUMES:	Guy Kent.

(more)

SETS: Hjalmar Hermanson.

SPONSORS AND ADVERTISING AGENCIES: E. I. du Pont de Nemours and Co., Inc., through Batten, Barton, Durstine and Osborn, Inc.; the Greyhound Corporation through Grey Advertising Agency, Inc.; the North American Philips Co., Inc., through C. J. LaRoche and Co., Inc.; The Polaroid Corporation through Doyle Dane Bernbach, Inc.

-----o-----

NBC-New York, 8/21/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Aug. 31 - Sept. 6 (All Times EDT)

Sunday, Aug. 31

7-7:30 p.m. -- "Noah's Ark" -- Paul Burke, Victor Rodman and May Wynn star in this filmed series of the adventures of a young veterinarian. Tonight's repeat episode is titled "Out to Pasture."

8-9 p.m. -- "Steve Allen Presents Steve Lawrence and Eydie Gorme" -- music, comedy and variety with tonight's guests Dolores Gray, Peter Lawford and Shari Lewis.

9-10 p.m. -- "The Chevy Show" -- music, comedy and variety starring Janet Blair, John Raitt and Edie Adams with comedian Stan Freberg.

Monday through Friday, Sept. 1-5

12:30-1 p.m. -- "It Could Be You" -- audience-participation show with surprises. Bill Leyden is host.

2:30-3 p.m. -- "Haggis Baggis" -- Fred Robbins is host of this game program.

Monday, Sept. 1

7:30-8 p.m. -- "Haggis Baggis" -- Jack Linkletter is emcee.

Tuesday, Sept. 2

8-9 p.m. -- "The Investigator" -- mystery series starring Lonny Chapman and Howard St. John.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Sept. 3

9-10 p.m. -- "Kraft Mystery Theatre" -- Tonight -- "Back Track," by Sam Elkin.

Thursday, Sept. 4

7:30-8 p.m. -- "Tic Tac Dough" -- an audience-participation show based on the game of "Tic Tac Toe." Jay Jackson is emcee.

10-10:30 p.m. -- "The Price is Right" -- contestants judge the value of merchandise. Bill Cullen is emcee.

Friday, Sept. 5

7:30-8 p.m. -- "Big Game" -- audience-participation show with a big game hunting theme. Tom Kennedy is host.

Saturday, Sept. 6

8-9 p.m. -- "The Bob Crosby Show" -- starring Bob Crosby with dancer Gretchen Wyler. Eileen Rodgers, Eddie Foy, Billy Eckstine and Gary Morton are guests.

NOTE: Please add to the September colorcast schedule:

Friday, Sept. 19

7:30-9 p.m. -- "The Bob Hope Buick Show" presents "Roberta," the Kern-Harbach musical comedy starring Bob Hope, and co-starring Anna Maria Alberghetti and Howard Keel.

-----o-----

NBC-New York, 8/21/58

[illegible]

[illegible]

[illegible] -- "Heart Throb Theatre" -- Soulful -- "Soul Food," [illegible] by Sam Cooke.

[illegible]

[illegible] p.m. -- "Pop Top Tunes" -- An entertaining-informative [illegible] based on the game of "Pop Top Tunes." Joy Stevens is [illegible]

[illegible] p.m. -- "The Indian Tribune" -- [illegible] looks [illegible] [illegible] of accomplishment. Bill Quinn is host.

[illegible]

[illegible]-8 p.m. -- "Big Game" -- [illegible] with a [illegible] Dave Hunting host. Joe Lawson is host.

[illegible]

[illegible] -- "The Bob Cousy Show" -- Starting [illegible] with [illegible] Bob Cousy [illegible]. Guests include Bob Pu. [illegible] [illegible] and Gary Bonin are guests.

[illegible] Dance out to the Jazzmen [illegible] orchestra.

[illegible]

[illegible] p.m. -- "Pro and Con Bob Hope Show" presents "Gunsmoke," [illegible] [illegible] musical comedy starring Bob Hope, and [illegible] [illegible] Field Albert [illegible] and [illegible].

[illegible] Dec. [illegible]

JOE RYAN
ROOM 320

TRADE NEWS

August 22, 1958

'CIMARRON CITY,' FULL-HOUR WESTERN SERIES STARRING GEORGE MONTGOMERY TO BE SATURDAY NIGHT NBC-TV NETWORK FEATURE STARTING SEPT. 27

The story of a Western city and its people will be told in the full-hour weekly filmed program, "Cimarron City," starting Saturday, Sept. 27 (NBC-TV Network, 9:30-10:30 p.m., EDT). George Montgomery will be the regular star, playing Matthew Rockford, mayor and first citizen of Cimarron City, and son of its founder. Co-stars will be Audrey Totter as Beth Purcell, an attractive widow who runs a boarding house, and John Smith as Lane Temple, an inventive young blacksmith devoted to both Beth and Matthew.

Each week there also will be guest stars in the various episodes, which will be self-contained stories. Among those already signed are Fred MacMurray, Dorothy Malone, Glenda Farrell, Linda Darnell, Dean Stockwell, June Lockhart, Gary Merrill, Kathleen Crowley and Larry Pennell.

Cimarron City in the 1890s is a growing town in the territory of Oklahoma. It has matured beyond the dirt-road, frame-building stage of the Western frontier town and is striving for recognition as a potential capital of the still unborn state of Oklahoma. The growing town will be caught up in the hysteria of the discovery of oil or gold and of the unceasing push West from the Eastern states.

(more)

Focal point of the stories will change from week to week. Each of the three regular stars will vary in prominence in the story, sometimes being in the center of things and at other times being just incidental. Montgomery also will be narrator of the story in many episodes.

An outstanding group of producers and directors including such top TV and movie names as Herschell Daugherty, Earl Bellamy, Richard Bartlett, Jules Bricken, David Butler, Mark Stevens, Sidney Lanfield and Don Weiss have been assembled under executive producer Richard Lewis, who earned wide attention as executive producer of NBC-TV's "Wagon Train" series.

"Cimarron City" is produced by Revue Productions, Inc., in association with the NBC-TV Network.

-----o-----

NBC-New York, 8/22/58

Final cuts of the movies will change from week to week, as the films reveal what will work in production in the theatre, and some scenes by the master of things and as scenes alined being rehearsed. Rehearsals also will be conducted on the stage in Atlanta.

An international group of producers and directors including Jon TV and movie names as Dynamic Industry, Sam Bellamy, and Burtnett, Julie Bryant, David Bailey, Lark Stevens, Alana Ali and Ian Perla from Jean Lamonte and Associates producers and Lania, who added more extensive or exclusive produce in "Magic Grain" series.

"Glamour City" is produced by Jean Lamonte, Inc., association with the TOO-37 Network.

BAGGETT, Joan New York, 07/29/86

MONITOR
THE NBC WEEK-END RADIO SERVICE
August 22, 1958

EVENTS AND EXHIBITS AT NATION'S TWO LEADING MOTOR BOAT SHOWS TO BE FEATURED ON "MONITOR" UNDER ALCOA SPONSORSHIP

All the exciting events and interesting exhibits at the nation's two most outstanding motor boat shows will be described in special broadcasts presented on NBC Radio Network's "Monitor" by Aluminum Company of America.

ALCOA's extensive live coverage of the New York Motor Boat Show in January and the Chicago Motor Boat Show in February was announced today by Arthur P. Hall, Vice President in charge of Public Relations and Advertising for ALCOA, and Matthew J. Culligan, Vice President in charge of the NBC Radio Network. It will constitute the largest single sponsored support of the motor boat industry, which serves the fastest growing sport and recreation medium in the United States.

The "Monitor" broadcasts from the New York Motor Boat Show in the New York Coliseum will lead off with a 50-minute stage show featuring Guy Lombardo and his Orchestra and a parade of top personalities from entertainment and boating.

"ALCOA's salute to the boating industry reflects ALCOA's concentration on products for a nation on the move," Mr. Hall declared. "The exclusive properties of aluminum -- lightness, durability and strength -- make it ideal for all types of transportation, and particularly boats."

(more)

2 - 'Monitor' Motor Boat Shows

"The 'Monitor' campaign will provide ALCOA with extraordinary national and local opportunities to further the interests of boat manufacturers who use ALCOA aluminum products," Mr. Culligan said. "It also will give boating enthusiasts throughout the country, who are unable to attend the New York or Chicago shows in person, the opportunity to participate in these great Winter events through the magic of network radio."

The opening broadcast will be Friday, Jan. 16 from 9:05 to 9:55 p.m. (EST). Guy Lombardo will be co-host with an NBC star whose name will be announced later. Leaders of the National Motor Boat Association, officers of the U. S. Power Squadron, senior officers of the U. S. Coast Guard and eminent boating authorities will appear on the program, along with many showbusiness stars.

Mr. Hall said ALCOA is especially pleased to have Mr. Lombardo's services because he not only is "America's Mr. Music Man" but also an outstanding sportsman and boat owner. Guy Lombardo has been active in power boat racing since 1931 and has won nearly all major trophies in this field, including the coveted Gold Cup in 1946. He is currently racing the "Tempo VII," a specially-built inboard motor boat, and his racing colors of gold and blue are familiar to boating fans throughout the nation.

In addition to the 50-minute broadcast, ALCOA will sponsor a series of five-minute pickups from the New York Motor Boat Show Saturday, Jan. 17, and Sunday, Jan. 18.

The Chicago Motor Boat Show will be covered in another series of five-minute pickups Feb. 7 and 8. Television support for the boating promotion will be supplied by commercials on NBC-TV's "Alcoa Theatre," Mr. Hall said.

-----o-----

NBC-New York, 8/22/58

"Two 'Mobile' emergency units provide AIDCA with emergency medical and local communications to handle the increasing of accidents-injuries and the AIDCA alerting problems," Mr. Dunlap said.

"It also will give boating enthusiasts throughout the country a means to attend the New York or Chicago shows in person, the opportunity to participate in show event marine events through use of amateur radio."

The opening broadcast will be [illegible] from 1:00 to 1:30 p.m. (EST). Guy Lombardo will be honored with an [illegible] and will be announced later. Leaders of the National Marine Manufacturers Association, affiliate of the U. S. Power Squadrons, commodores of the U. Coast Guard and amateur boating organizations will appear on the program, along with many showroom stars.

Mr. Hall said AIDCA is especially pleased to have Mr. Lombardo's services because he not only is "America's favorite band" but is an outstanding sportsman and boat owner. Guy Lombardo has been active in power boat racing since 1917 and has won results and trophies in this field, including the Harmsworth Trophy in 1946. Currently racing the "Tempo VIII," a sportsfisherman cruiser, and his racing cabin cruiser of yield and hydroplane, he is a fine representative of the nation.

In addition to the 24-minute broadcast, AIDCA will sponsor a series of five-minute clinics from the show every half hour [illegible] Jan. 17, and Sunday, Jan. 18.

The Chicago Motor Boat Show will be covered in another series of five-minute clinics [illegible] 7 and 8. Motivation support for the show promotion will be supplied by commercial to [illegible]

August 22, 1958

SCHEDULE ANNOUNCED FOR FIVE 'YOUTH WANTS TO KNOW'
INTERVIEWS WITH HIGH-RANKING SOVIET PERSONALITIES

- - -

Films With U. S. Students Were Made in U.S.S.R by NBC News

From Sept. 7 through Oct. 5, the National Broadcasting Company will present a series of five special Sunday "Youth Wants to Know" programs which were filmed by NBC News recently in the Soviet Union. Five high-ranking Soviet personalities including First Deputy A. I. Mikoyan, are interviewed by American students traveling in Europe.

The Sept. 7, 14, 21 and 28 programs will be telecast in place of "Comment," on the NBC-TV Network from 5:30-6 p.m., EDT. On Oct. 5, "Youth Wants to Know" will be telecast from 5-5:30 p.m., EDT, with "Comment" returning to the air in its regular 5:30 time slot. All five special "Youth Wants to Know" programs will also be heard Sundays on the NBC Radio Network as part of "Monitor," from 10:30-11 p.m., EDT.

Irving R. Levine, NBC News Moscow correspondent, will be moderator. The interview schedule follows:

Sept. 7 -- A. I. Mikoyan, First Deputy Chairman of the Council of Ministers.

Sept. 14 -- A. N. Mikhailov, Minister of Culture.

Sept. 21 -- V. P. Elutin, Minister of Higher Education.

Sept. 28 -- Prof. A. A. Blagonravov, member of the Presidium of the Academy of Sciences of the U.S.S.R.

Oct. 5 -- V. M. Zhdanov, Deputy Minister of Health.

-----o-----

NBC COLOR TELEVISION NEWS

EXECUTIVE PRODUCER ALBERT McCLEERY NAMES FOUR DIRECTORS FOR 'THE FURTHER ADVENTURES OF ELLERY QUEEN'

Four of TV's top directors have been engaged by executive producer Albert McCleery for his new series, "The Further Adventures of Ellery Queen," starting Friday, Sept. 26 (NBC-TV Network colorcast, 8-9 p.m., EDT). They are Lamont Johnson, Livia Granito, Walter Grauman and Alan Cooke. All of them have directed many shows for McCleery's previous series.

Johnson, a former radio, stage and screen actor, developed his directing talents under McCleery's aegis. He not only directed but starred in a number of "NBC Matinee Theater" presentations.

Miss Granito is one of TV's few female directors. She has worked with McCleery on "Hallmark Hall of Fame" as well as "NBC Matinee Theater."

Walter Grauman established a record of 78 directing assignments on "NBC Matinee Theater." He was previously director on Alcoa-Goodyear telecasts. Other TV shows he has directed include "Colt 45" and "Man Without a Gun."

Cooke's credits include "NBC Matinee Theater," "The Big Story," "Robert Montgomery Presents" and other major drama series. His direction of Shakespeare's "Much Ado About Nothing" in two NBC-TV installments last season won high praise.

-----o-----

NBC-New York, 8/22/58

CORRECTION IN DETAILS OF NBC NEWS' NAUTILUS TELECAST

Rear Admiral Hyman Rickover will not be interviewed during NBC News' 15-minute live special telecast on the arrival of the atomic submarine Nautilus in New York Monday, Aug. 25 (NBC-TV Network, 10:15-10:30 a.m., EDT).

The remainder of the information about the special telecast contained in the NBC Daily News Report dated Aug. 21, 1958, is correct.

-----o-----

NBC-New York, 8/22/58

NBC TELEVISION NEWS

August 25, 1958

S. J. PERELMAN TO WRITE QUARTET OF PLAYS FOR 'OMNIBUS' PROGRAM UNDER TITLE, 'MALICE IN WONDERLAND: FOUR HOLLYWOOD CAMEOS'

"Omnibus" will devote a full program on the NBC-TV Network this Fall to a quartet of plays about Hollywood to be prepared by the noted humorist S. J. Perelman and presented under the general title "Malice in Wonderland: Four Hollywood Cameos," it was announced today by Robert Saudek, producer of the prize-winning series.

Perelman, who made his TV debut two years ago on an "Omnibus" program ("Golden Age of Burlesque"), will dramatize four of his own stories for this feature. They are "And Thou Beside Me, Yacketing in the Wilderness," "Physician, Steel Thyself," "Danger -- Moulting Plumage" and "Rent Me and I'll Come to You." Names of the prominent performers who will compose the cast, as well as date of presentation, will be announced soon.

Perelman, co-author of the screen play for the Academy Award-winning motion picture "Around the World in 80 Days," is author of "The Road to Miltown, or Under the Spreading Atrophy" and many other popular books, and is a frequent contributor to the New Yorker Magazine. He also wrote the script for the "Omnibus" program dealing with burlesque and appeared briefly in one sequence.

"Omnibus" will return for its seventh consecutive year Sunday, Oct. 26 at 5 p.m., EST, on NBC-TV. The premiere program will be announced soon. The series, which has won 65 major awards, is produced by Robert Saudek Associates. Alistair Cooke is master of ceremonies.

-----o-----

NBC-New York, 8/25/58

August 25, 1958

NBC NEWS TO TURN SPOTLIGHT ON 'THE PAPER SAINTS'
IN TV STUDY OF THE MAFIA AND SYNDICATED CRIME

NBC News will present "a frank and conclusive study" of the problem of the Mafia and syndicated crime in the United States Friday, Aug. 29, in a special telecast titled "The Paper Saints" (NBC-TV Network, 8:30-9 p.m., EDT).

The report will feature interviews with three top crime experts, scenes of the Mafia's genesis -- Sicily -- and films of the men who are the reputed leaders of the Mafia and those who represented the hierarchy of organized crime in the pre-Mafia days. NBC Newsman Frank McGee will be commentator.

William H. Parker, Los Angeles chief of police, will be interviewed by Lee Nichols, member of NBC's Hollywood staff; Virgil Petersen, director of the Chicago Crime Commission, will be interviewed by Len O'Connor, veteran crime reporter for NBC News in Chicago; and William J. Keating, former counsel to the New York City Crime Commission, will be interviewed by McGee.

Those men who are characterized by law enforcement officials as the leaders of America's national crime syndicate -- Frank Costello, Lucky Luciano, Tony Accardo, Vito Genevese and the late Albert Anastasia and Willie Moretti -- will be shown on film with their counterparts of another era, the leaders of the pre-corporate crime days -- Machine Gun Kelly, John Dillinger and Al Capone.

The NBC News special will be produced by Chet Hagan and directed by Bob Priaulx.

-----o-----

August 29, 1969

NSC Issues 30-Year Directives on "Our Vital Interests"

-Gil Ly Critic of Top Aides and Congressmen Crying

NSC Have Only Limited "Vital and Continuing Interests" of the
ns of the Nixon and Administration Years in the United States Policy
ng. In a special interview Friday "The Inner Circle" (NBC-TV
ons, 6:30-9 p.m., WDTV).

The report will feature interviews with those top aides
ts, members of the Nixon's Kennedy - Johnson -- and Ford of the
ho are the regular members of the Nixon and those who occasional
ibility of commitment either in the pre-Nixon days. (2) Between
Nixon will be considered.

William H. Rehnquist, the Justice Dept. of Justice, will be
ntioned by the Nixon's nominee for NSC's Judicial seat. Thomas
ons, director of the Nixon's Office of Consultation, will be inter-
d by Jack Anderson, columnist. Some questions for NSC have to
ge and William H. Rehnquist, former nominee by the Nixon Jr.
commission, will be interviewed on NBC.

Those who are interrogated by the interviewer "Inner Circle"
r leaders of Nixon's national security and -- Henry Kissinger
Leaders. Tony Lawson, vice-chairman and the John Nixon
nan and Julie Nixon -- will be seen in film with Nixon
ntrets of Nixon's wife, the leaders of the pro-Nixon
Nixon's two daughters, Jane Nixon's mother and Nixon.

The NSC has been [illegible] by Kissinger and

SECRETARY OF LABOR MITCHELL TO 'MEET THE PRESS'

Secretary of Labor James P. Mitchell will be the guest on "Meet the Press" Sunday, Aug. 31 (NBC-TV Network, 6-6:30 p.m., EDT; NBC Radio as part of "Monitor," 6:30-7 p.m., EDT).

Mitchell had been in controversy with members of Congress over the recently-defeated Kennedy-Ives labor bill. He will be interviewed by Edwin Lahey of the Chicago Daily News, May Craig of the Portland (Me.) Press-Herald, Richard Wilson of Cowles Publications and Lawrence Spivak, permanent panelist and producer. Ned Brooks will moderate the program, which will originate in Washington.

"Meet the Press" is a Public Affairs presentation of NBC News.

NBC-New York, 8/25/58

NBC-TV FOLLOWS EVERY PHASE OF NEW YORK'S WELCOME TO THE NAUTILUS IN EXCLUSIVE COVERAGE

The Polar submarine Nautilus, fresh from another record-breaking trans-Atlantic crossing, steamed into New York harbor this morning (Aug. 25) -- in exclusive television coverage -- and from its entrance to its docking was picked up by live television cameras on the NBC-TV Network.

Shortly after 7 a.m., EDT, NBC-TV Network's "Today" caught the atom-powered submarine as it passed through the Narrows. Two live NBC-TV cameras were on the Parker, a destroyer escort where "Today" reporter Cliff Evans interviewed the first Nautilus captain, Eugene P. Wilkinson, and Capt. Roy Jones, commodore of the escort for the submarine.

At Battery Park "Today" reporter Paul Cunningham interviewed families of Nautilus crew members, including the wives and children of the chief engineer, the chief electrician and the chief sonarman. Live cameras atop the Downtown Athletic Club swept across the harbor area, through rain and mist, to follow the fireboat spray and tug-clustered welcoming committee.

At 10:15 a.m., EDT, an NBC News Special telecast from the Brooklyn Navy Yard where the Nautilus docked featured commentary by NBC News correspondents Frank McGee and David Brinkley. Brinkley interviewed Rear Adm. Hyman G. Rickover, "father of the atomic submarine," and Commander William R. Anderson, Nautilus skipper. McGee spoke to several of the crew members as they stepped off the undersea craft and were reunited with families and sweethearts at dockside.

(more)

A participating sponsor in the "Today" segments of this coverage was Westinghouse Corporation.

"Today" is telecast over the NBC-TV Network, Monday through Friday, 7-10 a.m.,EDT, except WRCA-TV; on WRCA-TV, 7-9 a.m., EDT.

-----o-----

NBC-New York, 8/25/58

NBC TRADE NEWS

August 26, 1958

8 ADVERTISERS PLACE $3,200,000 NEW AND RENEWAL BUSINESS FOR 'TODAY' AND 'JACK PAAR SHOW' SINCE AUG. 1

More than $3,200,000 gross billings in new and renewal business have been placed with the NBC-TV Network's "Today" program and "The Jack Paar Show" by eight advertisers since Aug. 1, it was announced today by Jim Hergen, Manager, Participating Program Sales, for NBC.

Highlighting the new purchases is a 52-week order from E. I. duPont de Nemours and Co., Inc., calling for 160 participations on "Today" and 21 participations on "The Jack Paar Show," with both schedules effective Sept. 9. Batten, Barton, Durstine and Osborn, Inc. is the agency.

Other advertisers placing new orders and their agencies are:

National Presto Industries, Inc., for its electric housewares, through Donahue and Coe, Inc., has ordered 30 participations on "Today" and seven participations on "The Jack Paar Show," starting in October on both programs.

The Bulova Watch Company, through McCann-Erickson, Inc., has ordered 12 participations on "Today" and 13 participations on "The Jack Paar Show." Both schedules will start in October.

The Sandura Company, Inc., for its Sandran floor coverings, through Hicks and Greist, Inc., has ordered 15 participations on "The Jack Paar Show" starting immediately.

(more)

The Stark Brothers Nurseries and Orchards Co., through Harry Schneiderman, Inc., has ordered one participation on "Today" for Sept. 24.

Advertisers placing renewal orders and their agencies are:

The General Foods Corporation, for its Postum, through Young and Rubicam, Inc., has placed a renewal order with "The Jack Paar Show" calling for 91 participations starting Sept. 24.

The North American Phillips Company, Inc., for its Norelco Shavers, through the C. J. La Roche Company, Inc., renewing its campaign on "The Jack Paar Show," has ordered 65 participations effective Sept. 22.

Jackson and Perkins, for its rosebushes, through Maxwell Sackheim and Company, Inc., renewing its schedule on "Today" has ordered 13 participations for next Spring.

-----o-----

NBC-New York, 8/26/58

The Lord Furniture Companies and Lorenzo Co., Chicago, Scientific Lens, Inc., are cooperating and participating on "Today" Sept. 20.

Advertising placing General Motors and their agencies and The General Tire's competition, for 13 weeks, through Campbell Ewald, Inc., has always a normal order 13 / "The Day" "Today" calling for 91 participations starting Sept. 20.

The North American Aviation Company, Inc., for its Rocketdyne Division through Ian C. J. Le Roux Company, Inc., presenting its program on "The Jack Paar Show," has ordered 39 participations starting Sept. 22.

Jackson and Jackson, for its customers, Chrysler Marvel Mfg. Co. and Company, Inc., presenting its commercials on "Today" has ordered 13 participations for next Spring.

-----o-----

NBC-New York, N.Y.

NBC RADIO NETWORK NEWS

August 26, 1958

BUICK BUYS 13-WEEK CAMPAIGN IN BOB HOPE SKITS ON 'MONITOR,'
MARKING FIRST MAJOR USE OF 'IDEA-PLANTING CONCEPT'

The purchase by the Buick Motor Division of General Motors of a 13-week saturation campaign in comedy skits starring Bob Hope on the NBC Radio Network's "Monitor" marks the first major use of the "Idea-Planting Concept" of radio advertising, Matthew J. Culligan, Vice President in charge of the NBC Radio Network, said today.

The contract for the campaign which was placed through the Detroit office of McCann-Erickson Inc., has two main objectives. They are -- first, to get the message of the new Buick line to motorists via "Monitor's" mobile audience; second, to start familiarizing the public with Buick's new television and print themes which will be introduced in the Fall.

"Since Buick also will sponsor eight 'Bob Hope Shows' on the NBC-TV Network during the 1958-59 season, the 'Monitor' series will help to establish the close association between the Buick name and Bob Hope in the field of radio and TV entertainment," Mr. Culligan said.

The "Monitor" campaign will feature Hope in a series of five-minute radio comedy skits to be broadcast at the rate of 10 per weekend starting Friday, Sept. 12 and continuing until Sunday, Dec. 7.

-----o-----

ROGER GIMBEL IS NAMED EXECUTIVE PRODUCER, DAYTIME PROGRAMS, AND JOHN C. GREENE MANAGER, DAYTIME PROGRAM OPERATIONS, FOR NBC-TV NETWORK

The appointments of Roger Gimbel as Executive Producer, Daytime Programs, and John C. Greene as Manager, Daytime Program Operations, were announced by Carl Lindemann Jr., Director, Daytime Programs, for the NBC Television Network.

Mr. Gimbel, who has been Manager of Daytime Television Program Development since July 1, joined NBC in May, 1955, as a unit manager. He became a staff producer the following March and in that capacity produced many network programs, including "Bride and Groom" and "Tonight." He was also associate producer of the Steve Allen "Tonight" show and "Home."

Before coming to NBC Mr. Gimbel had been with the Radio Corporation of America for seven years, starting as a copywriter in the RCA Home Instruments Department in 1948. When he left he was Manager of the Advertising and Sales Promotion Group of the RCA Victor Television Division. While with RCA he produced and directed RCA road shows and productions for RCA sales conventions and dealer meetings. He also produced a half-hour musical comedy color film for RCA.

Mr. Gimbel is a graduate of Yale University (B.A., 1947) and served as a fighter pilot in Italy during World War II. He is married and lives in New York with his wife and two children.

Mr. Greene has been with NBC since July, 1956, when he joined the network's management training program. In September, 1957, he was appointed Supervisor of Daytime Program Services, the position he held until his present promotion.

(more)

Mr. Greene was born in Kansas City, Mo. He was graduated from Duke University in 1953 with a B.A. degree. While at college he worked as an announcer for radio station WSSB in Durham, N. C., and during the Summer of 1951 for station KPRS in Kansas City, Mo. After graduation he served in the U. S. Army and later joined Young and Rubicam, Inc., where he was an associate account representative until he came to NBC. Mr. Greene is single and lives in New York.

-----o-----

NBC-New York, 8/26/58

Mr. Greene was born in Kansas City, Mo. He was graduated from Duke University in 1949 with a B.S. degree. While at college worked as an announcer for radio station WDSU in Durham, N. C., during the Summer of 1951 for station KMBC in Kansas City, Mo. After graduation he served in the U. S. Navy and later joined Young & Rubicam, Inc., where he was an account executive. He left the agency to MBC. Mr. Greene is single and lives in New York.

MBC-New York, 8/28/59

NBC COLOR TELEVISION NEWS

August 26, 1958

'STEVE ALLEN SHOW' WILL RETURN SEPT. 7 WITH ANDY GRIFFITH, STEVE LAWRENCE, EYDIE GORME, McGUIRE SISTERS AS GUESTS

Steve Allen and all the regulars return with "The Steve Allen Show" after its first Summer hiatus Sunday, Sept. 7 (NBC-TV Network, 8-9 p.m., EDT). Guests will be Steve Lawrence and Eydie Gorme, who have had their own successful show all Summer in the Allen time spot, Andy Griffith and the McGuire Sisters.

Louis Nye, Tom Poston and Don Knotts will be back for their comedy spots with Steve. Conductor Skitch Henderson and announcer Gene Rayburn also will return.

Two of the September telecasts will originate from the NBC color studios in Burbank, Calif., Sept. 21 and Sept. 28. The Sept. 21 show will be a Fall preview with Steve acting as host to an all-star guest roster of NBC stars whose programs will originate from the West Coast during the new season.

"The Steve Allen Show" will continue to be informal and topical, with emphasis on comedy. Steve's own multiple talents as actor, comedian, composer, musician, writer and host enable him to meet his guests on their own ground, no matter what their specialties -- except, maybe, acrobats.

(more)

Sponsors for the show and their advertising agencies are E. I. duPont de Nemours and Co., Inc., through Batten, Barton, Durstine and Osborn, Inc., the Greyhound Corporation through Grey Advertising Agency, Inc., the North American Philips Co., Inc., through C. J. LaRoche and Co., Inc., and the Polaroid Corporation through Doyle Dane Bernbach, Inc.

The production staff includes: Jules Green, executive producer; Bill Harbach, producer; Dwight Hemion, director; Nick Vanoff, associate producer; Jim Elson, assistant producer; writers -- in addition to Steve himself -- Leonard Stern, supervisor of comedy writing and production, and Stan Burns, Herb Sargent, Bill Dana and Don Hinkley; Sigmund Bajak, unit manager; Guy Kent, costumes, and Hjalmar Hermanson, sets.

-----o-----

NBC-New York, 8/26/58

CAST AND CREDITS FOR "THE WILD SWANS"
ON "SHIRLEY TEMPLE'S STORYBOOK"

TELECAST:	NBC-TV Network, Friday, Sept. 12, 8:30-9:30 p.m., EDT.
STORYTELLER:	Shirley Temple
STARS:	Phyllis Love, Melville Cooper, Grant Williams, Joseph Wiseman
PRODUCTION BY:	Henry Jaffe Enterprises, Inc., in association with Screen Gems, Inc.
PRODUCER:	Alvin Cooperman
DIRECTOR:	Richard Morris
TELEPLAY BY:	Jean Holloway (based on original story by Hans Christian Andersen)
THEME SONG BY:	Mack David and Jerry Livingston
MUSIC CONDUCTED BY:	Morris Stoloff
MUSIC COMPOSED BY:	Leigh Harline
SPONSORS:	John H. Breck Co., Inc.; Hills Bros. Coffee, Inc.; and Sealtest Division of National Dairy Products.
AGENCY:	N. W. Ayer & Son, Inc.
PRE-EMPTED (This Date Only):	"Life of Riley" and "M-Squad"

* * *

(more)

CAST AND ORIGINS FOR "THE WILD SWANS" ON "SATURDAY TONIGHT'S STORYBOOK"

NBC-TV Network, Friday, Sept. 16, 8:30-9:00 P.M., EDT.

Marilyn Turpie

Phyllis Love, Melville Cooper, Grant Williams, Jasper Wisdom

Mary Ann's Emporium, etc., in association with Barron Dana, Inc.

Alvin Cossman

Gloria Monty

Jean Holloway (based on original story by Hans Christian Andersen)

Mack Gould and Jerry Livingston

Morris Ehrlich

Leigh Harline

John H. Breck Co., Inc.; Hills Bros. Coffee, Inc.; and Grafton Division of National Dairy Products.

M. W. Ayer & Son, Inc.

"Life of Riley" and "I-Spy"

* * *

(Over)

CAST

STORYTELLER.....Shirley Temple

ELISA.....Phyllis Love

BINKY.....Melville Cooper

KING JULIO.....Grant Williams

MAGICIAN.....Joseph Wiseman

FIRST MINISTER.....Alfred Ryder

QUEEN FLAVIA.....Olive Deering

ALBERT (as swan).....Buzz Martin

WALDO (as swan).....Robert Chapman

JOHN (as swan).....Bob Banas

WITCH.....Anne O'Neal

GOODY.....Lisa Golm

PRINCESS (as child).....Anne Maria Nanasi

ALBERT (as boy).....Billy Chapin

WALDO (as boy).....Jerry Hartleben

JOHN (as boy).....Earl Robie

-----o-----

NBC-New York, 8/26/58

CAST

SCHWYTELLER.....Buddy Young
ELSEA.....Willis Low
BLACK.....Harry de Cooper
KING COLLO.....Grant Williams
MADIGIAN.....Joseph Wiseman
PRESS MINISTER.....Alfred Hayes
QUEEN MEAVIA.....Clive Dunstan
ALBERT (as ewer).....Jack Martin
MALDO (as ewer).....Robert Coleman
LOCK (as ewer).....Bob Lambe
WITCH.....Anne O'Neal
GOOGY.....Glen Gulm
TRINCESS (as child).....Anne Marie Nunsat
ALBERT (as boy).....Billy Cudgin
MALDO (as boy).....Gary Merrilees
JOHN (as boy).....Paul Dubois

Long-New York, Syracuse

JOE RYAN
ROOM 320

TRADE NEWS

3-X-H

August 27, 1958

$64,000,000 DAYTIME BUSINESS ALREADY PLACED WITH NBC-TV FOR 1958-59 TV SEASON, SETTING A NEW MARK FOR NETWORK

Daytime business amounting to approximately $64,000,000 in gross advertising revenue already has been placed with the NBC-TV Network for the 1958-59 television season, it was announced today by Walter D. Scott, Vice President, NBC Television Network Sales.

Following this announcement, Don Durgin, Vice President and National Sales Manager -- in referring to NBC-TV's recently completed "Report on Daytime" presentation -- said this was the greatest volume of daytime business (Monday-Friday, 10 a.m.-5 p.m.) NBC-TV has ever recorded, with daytime sales running well ahead of last year.

Mr. Durgin also noted that over the past two years NBC-TV has more than doubled the average audience rating of its morning bloc (based on Nielsen AA, January-June 1956, 1957, 1958).

The NBC-TV daytime upswing results from:

(1) Recent major investments involving multiple program orders from several major advertisers coming to NBC-TV for the first time -- Frigidaire Division of General Motors Corp., H. J. Heinz Co., National Biscuit Co., and Sunshine Biscuit Co.

(more)

(2) Important advertisers returning to NBC after several years' absence -- for example: General Mills, Inc., and Pillsbury Mills, Inc.

(3) Increased orders by present advertisers -- for example: The Alberto-Culver Company, Whitehall Laboratories, Armour and Company, and Lever Brothers Company.

(4) Renewal of existing business by such advertisers as Procter and Gamble Company, Miles Laboratories, the Mentholatum Company, Sterling Drug, Inc.; Brillo Manufacturing Company, Chesebrough-Pond's, Inc., and Standard Brands, Inc.

Four daytime programs ("Treasure Hunt," "The Price Is Right," "Tic Tac Dough," "Queen for a Day") are 100 per cent sold out. Another program, "It Could Be You," is 95 per cent sold out, and two new programs, "Today Is Ours" (which premiered June 30) and "County Fair" (which premieres Sept. 22) are 75 per cent and 60 per cent sold out, respectively.

In emphasizing the increasing importance of daytime television, Mr. Durgin pointed out that the average daily volume of daytime viewing has increased 45 per cent in the past two years, with 65,800,000 home-hours devoted to daytime TV on the average day. The increase is approximately twice that for nighttime television since 1956.

(more)

(C) Improved administrative technology by 3M after several years' process as you example: Chemical Grid, Inc. and Fulleron Mills, Inc.

(D) Increased ability to present advertisers -- 3M's example: The Illustrative Company, Potential Accountants, Amount and Company, and Local Industrial Company.

(E) Removal of existing barriers to even advertisers at Tyrone and Gamble Company, Mylex Laboratories, Inc., Manufacture Company, Stanford Food, Inc., Sesame Manufacturing Company, Consumer-Goods-Goods, Inc., and Standard Foods, Inc.

Four definite programs ("Treasure Hunt," "The Price Is Right," "The Gamble," "Seven for a Dime") are 100 per cent real, another program, "It Could Be You," is 25 per cent real and 75 per cent programs, "Tom's Is Here" (which presented June 30) and "Daily" (which presented July 25) are 75 per cent and 25 per cent both real, respectively.

To demonstrate the increasing importance of service industries, Mr. Tuggin pointed out that the service daily rates of [illegible] exceeding the increase in per diem rate [illegible] years, with [illegible] 100,000 hours devoted to auditing of an [illegible] year. The [illegible] is approximately twice that for manufacturer clients

Better than three out of four homes (77.5 per cent) watch daytime TV some time during the week (Monday-Friday, 10 a.m.-5 p.m.). This represents about 33,000,000 daytime viewing homes.

The daytime viewing home spends an average of 10 and one-half hours per week with television. More than 87 per cent of the TV homes with young housewives (aged 16-34) watch daytime TV some time during the week. These homes spend an average of 12 and one-half hours per week watching daytime TV, or two hours more than the average home.

Referring to the NBC-TV "Report on Daytime," Robert McFadyen, Director of Sales Development, NBC Television Network Sales, pointed to several case histories illustrating how NBC-TV advertisers use daytime TV. For example:

(1) The Corn Products Refining Company, which manufactures many products, uses three daytime quarter-hours weekly to present its multiple products to housewives as often, and as economically, as possible. Such a daytime schedule delivers nearly three times as many commercial impressions on women and six times the number of commercial minutes as the same money buys in nighttime television.

(2) The National Biscuit Company is using daytime television in addition to its nighttime purchase of "Wagon Train" to benefit from the combined audience and discount values of daytime plus nighttime, resulting in greater efficiency for both buys.

(3) The Alberto-Culver Company first used NBC-TV daytime television to establish its products two seasons ago and has doubled its use of NBC-TV each season since. Alberto-Culver sponsored two alternate-week quarter-hour program segments during the 1956-57

(more)

Before this time one of four hours (17.5 per cent) which [illegible] TV was given during the week (Monday-Friday), [illegible] approximately about 31,000,000 daytime viewing hours.

The daytime viewing hour averaged an average of 10 and one-half per week with [illegible]. Here then 87 per cent of the men with young housewives (aged 18-34) watch daytime TV more than [illegible]. These women spend an average of 10 and one-half hours weekly watching daytime TV, or two hours more than the [illegible] women.

Referring to the daytime "drama" or "serials" [illegible] Director of Sales Development, NBC Television Network, [illegible] to several [illegible] interesting how NBC-TV [illegible] use daytime TV. [illegible]:

(1) The [illegible] Company, which manufactures [illegible], uses three daytime quarter-hours weekly to crystallize product to housewives of [illegible] and [illegible] [illegible]. Thus a [illegible] [illegible] commercial [illegible] on women and [illegible] [illegible] [illegible]

season, four alternate-week quarter-hour segments in 1957-58, and now for 1958-59 will be sponsoring four every-week quarter-hour segments -- a dramatic testimonial to the selling power, year in and year out, of NBC daytime television.

Mr. McFadyen indicated there were numerous examples of creative media and marketing approaches provided by daytime advertisers on NBC-TV.

-----o-----

NBC-New York, 8/27/58

NBC COLOR TELEVISION NEWS

August 27, 1958

'THE PIED PIPER OF HAMELIN' COLORCAST, STARRING VAN JOHNSON AND CLAUDE RAINS, TO BE PRESENTED AGAIN SEPT. 16

"The Pied Piper of Hamelin," a musical version of the classic folk legend, starring Van Johnson and Claude Rains, will be presented for the second time on the NBC-TV Network in a colorcast Tuesday, Sept. 16 (7:30 to 9 p.m., EDT).

The 90-minute production, based on the legend popularized by Robert Browning's poem, will be repeated in response to the public acclaim it received after its first showing. Featured in the cast are Kay Starr, Lori Nelson and Jim Backus.

The musical will be sponsored again by Liggett and Myers Tobacco Company through McCann-Erickson, Inc., for its Chesterfield, L&M and Oasis filter cigarettes and Velvet Pipe Tobacco.

Hal Stanley and Irving Taylor wrote the book and lyrics for "The Pied Piper of Hamelin," with music adapted from Edvard Grieg's "Peer Gynt Suite," "Concerto in A Minor" and "Elegy." Produced by Hal Stanley and directed by Bretaigne Windust, the musical was filmed at the California National Studios in Hollywood for its original colorcast Nov. 26, 1957.

Heading a cast of over 100, Van Johnson has the dual role of the Pied Piper and Truson the teacher. Claude Rains is cast as the Mayor of Hamelin, a role which calls for the noted dramatic actor to sing and dance.

(more)

Miss Starr's lyrical talents are highlighted in her role of the grieving mother whose son has been spirited away by the Piper. Miss Nelson portrays Mara, caught between the love of her fiance, Truson, and her father, the Mayor. Backus plays the King's emissary, a lace-decked dandy who views the people of Hamelin as boring country bumpkins. Also in the cast are comedian Doodles Weaver and Stanley Adams as councilors and Rene Korper as young Paul.

The 12th Century Bavarian folk legend is familiar to all. The Pied Piper agrees to rid Hamelin of its plague of rats for a fee, but when the mayor and his councilors use trickery to avoid paying, the mystic musician spirits Hamelin's children away.

-----o-----

NBC-New York, 8/27/58

August 27, 1958

NBC NEWS TV SPECIAL TO EXAMINE 'THE FIFTH FRENCH REPUBLIC'

- - -

Chet Huntley to Interview Soustelle in Paris, Program Also Will Cover De Gaulle's Tour of Africa

Jacques Soustelle, and film and sound coverage of Charles de Gaulle's "whistle-stop" tour through Africa to sell his new constitution to French colonial citizens, will be highlights of the NBC News special, "The Fifth French Republic," Friday, Sept. 5 (NBC-TV Network, 8:30-9 p.m., EDT).

Huntley, who traveled to Paris twice previously to cover earlier chapters in the brief Gaullist regime, leaves today (Aug. 27) for the French capital to interview Soustelle, one of the moving spirits in de Gaulle's ascension to power. Soustelle will be queried on the long-range aims of the new constitution.

In addition to full coverage of de Gaulle's trip through the Sub-Sahara, which began Aug. 20, NBC News also will cover his Sept. 4 address at the Place de la Republique before the assembled mayors of France. The "whistle-stop" tour, through Madagascar, French Equatorial Africa, the Ivory Coast, Dakar and Algeria, is being covered in detail because, in Huntley's words, "This is Act III of the most important story-making drama of the year; France's fight for a stable government which Frenchmen and foreigners can respect."

The NBC News special will be produced by Reuven Frank and directed by Jack Sughrue.

-----o-----

August 27, 1984

NBC TO PRODUCE TV SPECIAL ON SEARCH FOR FRENCH FOREIGN LEGIONNAIRES

Dick Moriarty to Interview Soustelle in Paris; Cameras After Will Cover De Gaulle's Tour of Africa

Jacques Soustelle, and film and sound coverage of Charles de's "walkabout" tour through Africa to sell his new ution to French colonial citizens, will be highlights of the e special, "The Fifth French Republic," Friday, Sept. 7 Network, 8:30-9 p.m., EDT).

Monday, who traveled to Paris twice previously to cover r stories in the Chad Basilica region, leaves today (Aug. 27) French capital to interview Soustelle, one of the moving in De Gaulle's accession to power. Soustelle will be quoted long-range aims of the new constitution.

In addition to full coverage of De Gaulle's trip through the ara, which began Aug. 20, NBC News also will cover his stop, a of the Place de la Republique before the assembled mayors of

The "whistle-stop" tour, through Brazzaville, French al Africa, the Ivory Coast, Dakar and Algeria, is being in detail because, in Monday's words, "this is for DG of the portant story-making items of the Fifth Republic for a government which Frenchmen and foreigners can respect."

The NBC News special will be produced by Reuven Frank and d by Jack Snyder.

CORRECTION, PLEASE

Alan Hanson, and not Lamont Johnson as previously announced, is the fourth director for "The Further Adventures of Ellery Queen," which starts Friday, Sept. 26 (NBC-TV Network colorcast, 8-9 p.m., EDT).

Hanson, who directed over 60 of the "NBC Matinee Theater" presentations in three years, prepared for a career in the theater at Fordham University and then at the Pasadena Playhouse. He taught in the drama department of the University of St. Louis before going to Hollywood, where he went into television. He progressed from stage manager to assistant director and, finally, to full director.

-----o-----

3 TO BE EMCEES WHILE BERT PARKS IS ON VACATION

Bob Crosby, Herb Oscar Anderson and Skitch Henderson will be masters of ceremonies in place of vacationing Bert Parks on "Bert Parks' Bandstand" from Tuesday, Sept. 2 to Friday, Sept. 5.

The schedule: Tuesday, Sept. 2 -- Emcee Skitch Henderson, singers Dorothy Olsen and Richard Hayes, comedian Arnold Stang. Wednesday, Sept. 3 -- Emcee Bob Crosby, singer Pat Suzuki and Stang. Thursday, Sept. 4 -- Emcee Skitch Henderson, Miss Olsen and Hayes. Friday, Sept. 5 -- Emcee Herb Oscar Anderson, Miss Olsen, Hayes and Stang.

-----o-----

NBC-New York, 8/27/58

Alan Hudson, and Pat Lamont Johnson as previously announced, fourth director for "The Further Adventures of Elliot Gunn," starts Friday, Sept. 20 (KTTV-TV Network celebrity, 8-9 p.m.).

Hudson, who directed over 50 of the "NBC Matinee Theatre" productions in three years, proposed for a career in the theatre at University and then at the Pasadena Playhouse. He taught in the department of the University of S. Louis before going to Hollywood, where he went into television. He progressed from stage to assistant director and, finally, to full director.

---o---

3 TO BE ENGAGED WHILE PLAY PLANS IS ON VACATION

Jon Crosby, Mark Dana, Anderson and Sidney Blackmer will be of convenience in place of vacationing Dave Ross on "Have Gun-Will Travel" from Tuesday, Sept. 2 to Friday, Sept. 5.

Due schedule: Tuesday, Sept. 2 -- Bruce Gordon, Dorothy Green and Richard Hayes, comedian Frank Sung.
Wed., Sept. 3 -- Bruce Dern Gordy, singer Pat Arnold and Drama.
Thu., Sept. 4 -- Bruce Gordon Gordyrson Miss Green and Davis.
Friday, Sept. 5 -- Bruce Dern Gordy Anderson, Miss Green, Hayes and

---o---

Mac-Mahon Week, 8-9:30

JOE RYAN
ROOM 320

3-X-H

NBC COLOR TELEVISION NEWS

August 28, 1958

TOP STARS TO PARTICIPATE IN NBC-TV SNEAK PREVIEW OF ITS FALL SHOWS--CLOSED CIRCUIT PROGRAM WILL BE TELECAST IN 140 CITIES

NBC-TV will roll out its bandwagon of Fall shows with a one-hour closed circuit sneak preview colorcast Thursday, Sept. 11 (5-6 p.m., EDT).

Hundreds of representatives of the press, station affiliates and advertising agencies will see the all-star show, which will be telecast in 140 cities coast-to-coast.

Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, will participate.

The closed circuit colorcast kicks off the second decade of NBC commercial television. The show will revolve around the theme, "Vote NBC." Herbert Sussan, the producer, calls the telecast "one of the most ambitious programs ever attempted." It will be written by Jess Oppenheimer, top TV creator whose outstanding achievements include the development and production of "I Love Lucy" and the production of last season's "General Motors 50th Anniversary Show."

Top NBC-TV stars -- Steve Allen, Dinah Shore, George Gobel, Eddie Fisher, Shirley Temple, Bob Hope, Tennessee Ernie Ford, Jack Paar

(more)

and Perry Como -- will offer samplings of their Fall programs. Craig Stevens and Lola Albright, who star in a new series, "Peter Gunn," also will participate.

The colorcast preview will be a noteworthy occasion for several outstanding names in showbusiness.

Milton Berle, "Mr. Television," will mark his return to NBC-TV this Fall in a new colorcast variety show.

Ed Wynn will give the closed circuit audience a preview of the role he will portray in a new series, "The Ed Wynn Show," on NBC-TV this Fall.

George Burns, who will go solo without Gracie this season, will preview his new program, "The George Burns Show."

Fred Astaire will make a rare live TV appearance as a warm-up for his two special one-hour live musical shows on NBC-TV this season.

NBC-TV's Western drama stars -- Robert Horton and Ward Bond ("Wagon Train"), Jeff Richards ("Jefferson Drum"), Dale Robertson ("Tales of Wells Fargo"), George Montgomery ("Cimarron City") and Gene Barry ("Bat Masterson") will get together for a musical parody on TV Westerns. The parody was written especially for the colorcast preview by Academy Award-winning songwriter Sammy Cahn.

NBC News commentators Chet Huntley and David Brinkley will preside over a "Special Programs" segment of the preview program.

The closed circuit colorcast will originate live in the Ziegfeld Theatre in New York, NBC-TV studios in Washington, D. C., and NBC-TV's color studios in Burbank, Calif. Segments of new shows

(more)

-- "Steve Canyon," "Behind Closed Doors," "Bat Masterson," "Peter Gunn," "The George Burns Show" and "The Arthur Murray Party" colorcast -- will be seen.

The TV audience will meet for the first time the actor who will portray the detective Ellery Queen in "The Further Adventures of Ellery Queen" colorcast on NBC-TV this Fall. His identity will not be disclosed until then.

-----o-----

NBC-New York, 8/28/58

August 28, 1958

'OUTLOOK' TO SURVEY U. S. SCHOOL PROBLEMS IN FULL-HOUR SURVEY

A full-hour survey of educational problems throughout the United States -- such as segregation, overcrowding, teacher shortages -- will be presented on "Outlook" Sunday, Aug. 31 (NBC-TV Network, 6:30-7:30 p.m., EDT). The telecast, which will feature reports from NBC News correspondents in seven cities, is titled "Our Children and Their Schools."

The cross-country sampling of the problems, large and small, that are coincident with the start of the Fall session in the nation's schools will be handled by NBC News correspondents David Brinkley in Washington, Wilson Hall in New York, Roy Neal in Los Angeles, Ray Moore in Atlanta, Jim Hurlbut in Chicago, Floyd Kalber in Omaha, and Sander Vanocur in Little Rock.

Films will be shown illustrating city-by-city problems and what these communities are doing to combat their local difficulties. In Los Angeles, for instance, the city must open 15 new schools a year just to keep even with the growing population, while Chicago tailors its curriculum to the particular needs of the children in each district.

"Outlook" is produced by Reuven Frank.

-----o-----

August 24, 1952

TRUCKS' TO BURST 4, 3, SIGNS PROMISE IN FULL-YEAR SURVEY

A full-year survey of commercial problems throughout the
[illegible]ded -- such as megaphones, overcrowding, [illegible]
[illegible] to presented on "Radio" Sunday, Dec. 31 (NBC-TV Network,
[illegible]30 p.m., EST). The telecast, which will feature reports from
[illegible] correspondents in seven cities, is titled "Our Children and
[illegible]omorrow."

The cross-country roundup of the problems, large and small,
[illegible] coincident with the issue of the Yale Review in the sections
[illegible] will be launched by NBC home correspondents David Brinkley in
[illegible]ton, Alison Bell in New York, Ray Scott in Los Angeles, Ed
[illegible] Atlanta, Jim Bertino in Cleveland, Floyd Kalber in Dallas and
[illegible] Vancour in Lincoln, Neb.

Films will be given illustrative side-by-side presentations and
[illegible]ner commentaries are lively for number their local difficulties.
[illegible]dogies, for instance, has only more open if was choosing a gear
[illegible] keep even with the growing population, while Cleveland faces
[illegible]ation in the residential needs of the children in more densely
[illegible] "Cultural" is produced by Lawrence Cohn.

TOP NEWSMEN TO DISCUSS 'SEGREGATION IN THE SCHOOLS'

"Segregation in the Schools" will be discussed on NBC News' "Comment" Sunday, Aug. 31 by Harry Ashmore, Pulitzer Prize-winning executive editor of the Arkansas Gazette, and three other top newsmen (NBC-TV Network, 5:30-6 p.m., EDT).

Ashmore, speaking from Little Rock, will explore what the future holds for Arkansas. In Washington James J. Kilpatrick, editor of the Richmond (Va.) News Leader; William S. White, nationally syndicated columnist for United Features and Washington commentator for Harper's Magazine, and Richard Harkness, NBC News Washington correspondent, will examine other phases of the problem.

Kilpatrick will comment on the case for segregation in Virginia, White will talk on national interest and the law, and Harkness will discuss the position of President Eisenhower and the probable courses open to the Supreme Court.

"Comment" is produced by Julian Goodman.

-----o-----

NBC-New York, 8/28/58

NBC RECEIVES THREE OF AMERICAN LEGION AUXILIARY'S SIX GOLDEN MIKE AWARDS--TWO TO "MEET THE PRESS" AND ONE TO "THE CATHOLIC HOUR"

FOR RELEASE AFTER 1:45 P.M. WEDNESDAY, SEPT. 3

The American Legion Auxiliary has selected NBC programs for three of its six Golden Mike Awards to the "most outstanding programs of the year."

Two awards went today to "Meet the Press" as the program of the "highest educational value" both on radio and on television during the 1957-58 season. "The Catholic Hour" received an award as the program of the "highest inspirational value" on radio during the same period.

Winners of the Auxiliary's ninth annual radio-television poll were announced in special Awards Ceremonies this afternoon (Sept. 3) in convention headquarters at the Morrison Hotel in Chicago. Mrs. J. Pat Kelly, national president of the Auxiliary, presented the Golden Mike medallions to representatives of each of the winning programs before an audience of delegates to the organization's 38th national convention.

(more)

The Golden Mike Awards -- three in radio and three in television -- are determined annually by a nationwide poll of American Legion Auxiliary membership, which consists of 1,000,000 women in the 48 states and four territorial departments.

Edward Stanley, NBC Director of Public Affairs, represented the network at the award ceremonies. "Meet the Press" is produced by Lawrence Spivak. "The Catholic Hour" is produced in cooperation with the National Council of Catholic Men.

-----o-----

NBC-New York, 8/28/58

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

Sept. 7-13 (All Times EDT)

Sunday, Sept. 7

7-7:30 p.m. -- "Noah's Ark" -- Filmed dramatizations of the experiences of a young veterinarian. Paul Burke, May Wynn and Vic Rodman star. Tonight's repeat episode is "The Guide."

8-9 p.m. -- "The Steve Allen Show" starts its new season. Music, comedy and variety series starring Steve Allen, with comedians Tom Poston, Don Knotts and Louis Nye, announcer Gene Rayburn and Skitch Henderson and his orchestra. Guests tonight are Andy Griffith, Steve Lawrence, Eydie Gorme and the McGuire Sisters.

9-10 p.m. --"The Chevy Show" -- Music, comedy and variety starring Edie Adams, Janet Blair and John Raitt.

Monday, through Friday, Sept. 8-12

12:30-1 p.m. -- "It Could Be You" -- An audience-participation show, with surprises. Bill Leyden is host.

2:30-3 p.m. -- "Haggis Baggis" -- Fred Robbins is host of this game program.

Monday, Sept. 8

7:30-8 p.m. -- "Haggis Baggis" -- Jack Linkletter is emcee.

(more)

2 - NBC-TV Network Color Telecast Schedule

Tuesday, Sept. 9

8-9 p.m. -- Filmed drama. Title, stars and storyline to be announced.

Wednesday, Sept. 10

9-10 p.m. -- "Kraft Mystery Theatre" -- "Trick or Treat," adapted for television by Vance Bourjaily, from Doris Miles Disney's play.

Thursday, Sept. 11

7:30-8 p.m. -- "Tic Tac Dough" -- an audience-participation show based on the game of "Tic Tac Toe." Jay Jackson is emcee.

10-10:30 p.m. -- "The Price Is Right" -- Contestants judge the value of merchandise. Bill Cullen is emcee.

Friday, Sept. 12

7:30-8 p.m. -- "Big Game" -- Tom Kennedy is host of the audience-participation show with a big-game-hunting theme.

Saturday, Sept. 13

8-9 p.m. -- "The Perry Como Show" -- Start of the new Fall series of the music, comedy and variety show starring Perry Como, with the Louis Da Pron Dancers, the Ray Charles Singers and Mitchell Ayres and his orchestra. Robert Preston is guest.

-----o-----

NBC-New York, 8/28/58

[illegible] NBC Network Color Telecast Schedule

[illegible] Sept. 2

[illegible] p.m. -- Olympic games. Tape, stereo and stereoplex to be announced.

[illegible] Sept. 10

[illegible] a.m. -- "Early Church Theatre" -- "Noah or Noah," adapted for television by Owen Crosbie, from Denis Johns Edward's play.

[illegible] Sept. 11

[illegible] p.m. -- "Tea for Tooley" - an audience-participation game based on the game of "Tic Tac Toe." Jay Jackson is host.

[illegible] 10:30 p.m. -- "The Only is Night" -- contemporary judge the value of marriage. Bill Quinn is host.

[illegible] Sept. 12

[illegible] a.m. -- "Big Show" -- Tom Conway is host of the multi-network television show with a star-studded cast.

[illegible] Sept. 13

[illegible] p.m. -- "The Perry Como Show" -- Sponsored the non-call series of the music, comedy and variety hour starring Perry Como, with the Louis De Rose Orchestra, Charles Dingles and Marshall Ayres and his orchestra. Jerry Tomkins is guest.

NBC-TV Sun. (29)56

JEROME HARRISON IS NAMED MANAGER OF SALES DEVELOPMENT,
NBC TELEVISION NETWORK SALES

Jerome Harrison has been appointed Manager of Sales Development, NBC Television Network Sales, it was announced today by Dean Shaffner, Director, Sales Planning, NBC Television Network Sales.

Mr. Harrison, who most recently was National Sales Executive for Ziv Television Programs, Inc., also has been an account executive with several advertising agencies, including McCann-Erickson, Inc., the Ward-Wheelock Company and Reach, McClinton and Company, Inc. From 1951 to 1954 he was Eastern sales manager for ABC-TV.

A native of New York, Mr. Harrison was graduated from Columbia College with a B.A. degree in 1935. He is Chairman of the Board of Directors of the Knickerbocker Federal Savings Association and a member of the Columbia University Club and Military and Naval Club. During World War II he served in the U. S. Navy as executive officer of a landing ship in the Philippines. Mr. Harrison and his wife live in Westport, Conn. They have seven children.

-----o-----

NBC-New York, 8/28/58

JAMES HARRISON TO MANAGE ADVANCE OF SALES DEVELOPMENT, NBC TELEVISION NETWORK SALES

James Harrison has been appointed manager of sales development, NBC Television Network Sales, it was announced today by Dean Barliner, President, Sales Planning, NBC Television Network Sales.

Mr. Harrison, who most recently was Director, Sales Executive for Air Television Programs, Inc., also has been an account executive with several advertising agencies, including Doubleday-Doubleday, Inc., the Blackstone Company and Reach, McClinton and Company, Inc. Prior 1951 to 1954 he was eastern sales manager for ABC-TV.

A native of New York, Mr. Harrison was graduated from Colgate University with a B.A. degree in 1938. He is chairman of the Board of Directors of the Hackensack Junior Savings Association and a member of the Columbia University Club and Military and Naval Club. During World War II he served in the U. S. Navy as executive officer of landing craft in the Philippines. Mr. Harrison and his family live in Westwood, Conn. They have seven children.

NBC-New York, 11/28/55

11-YEAR-OLD PIANIST GETS CHANCE FOR DEBUT ON 'TODAY'

An 11-year old pianist, Eugene Endjic, made an impressive debut this morning (Thursday, Aug. 28) on NBC-TV Network's "Today" program.

He played the difficult 11th Rhapsody of Franz Liszt. His greatest booster, Countess Alexandra Tolstoy, daughter of the novelist Leo Tolstoy, said; "I think Gene will have a great success, but he must be heard. I'm happy he has had one opportunity this morning."

Endjic is an American now, but eight years ago he was living in Yugoslavia with his parents. His mother, a refugee from Russia, was alarmed when Tito broke with Stalin and brought her son here.

Two and a half years ago Eugene heard a phonograph recording of a Chopin Polonaise and said to his mother, "I want to play the piano." Soon afterward Countess Tolstoy heard the boy play and decided she would try to get him a scholarship somewhere. She wrote to Dave Garroway, suggesting that "Today" would be a good showcase for Eugene's talent.

The Endjics, mother and son, cannot afford a piano at home. Eugene must play where he can. He practises six hours a day in the homes of friends. Countess Tolstoy sent telegrams yesterday to many musical foundations, asking them to listen to her "discovery" on "Today" this morning. She said; "Hearing him is knowing that he will get the help he needs to be a great pianist someday."

-----o----- NBC-New York, 8/28/58

11-YEAR-OLD PIANIST TOOK CHANCE THAT LANDED ON 'TODAY'

An 11-year-old classical pianist, Andjelo Kodjin, made an impromptu
ublic morning (Thursday, Aug. 26) on NBC-TV network's "Today"
m.

He played the difficult 1st movement of Beethoven's Sonata
ol Wonder, Conducted Giambattista Tolstoy, daughter of the
st Leo Tolstoy, said: "I think Dave will have a great audience
ment be heard. I'm happy he has had an opportunity like
g."

Kodjie is an American now, but eight years ago he was
in Yugoslavia with his parents. The mother, a refugee from
, was alarmed when Tito broke with Stalin and thought her son

Two and a half years ago Kodjie heard a phonograph
ing of a Chopin Polonaise and said to his mother, "I want to
e piano." Soon afterward Kodjie Tolstoy heard the boy play
ended she would try to get him a scholarship somewhere. She
to Dave Garroway, suggesting that "Today" would be a good show-
or Kodjie's talent.

The Kodjies, mother and son, cannot afford a piano at home.
must play where he can. He practices six hours a day in the
of friends. Garroway Tolstoy sent telegrams yesterday to many
r foundations, making them in terms to see "discovery" on
" this morning. She said: "Seeing him as someone that he will
e help he needs to be a great pianist whatever."

JOE RYAN
ROOM 320

NBC COLOR TELEVISION NEWS

August 29, 1958

PREMIERE

"NORTHWEST PASSAGE," NEW COLORCAST SERIES DRAMATIZING EXPLOITS OF ROGERS' RANGERS, TO BE SUNDAY FEATURE ON NBC-TV NETWORK

"Northwest Passage," historic story of Major Robert Rogers' Rangers and their heroic exploits in the French and Indian War (1754-59) and their search for a Westward water-way, will become a colorcast feature of the NBC-TV Network starting Sunday, Sept. 14 (7:30-8 p.m., EDT).

The weekly, half-hour outdoor action-adventure color films will star Keith Larsen, Buddy Ebsen and Don Burnett as the series' three central characters who tell episodic stories of incidents that reflect the story of the times.

Larsen has the key role of Major Rogers, a man of exceptional military ability, physical strength, courage and integrity combined with an insatiable curiosity about what might lie beyond the next hill. His determination to achieve his cherished goal -- discovery of the Northwest Passage -- made him one of the greatest explorers, historians and Indian fighters of his time.

Ebsen portrays Sgt. Hunk Marriner, expert backwoodsman and veteran Indian fighter, furious in combat but otherwise gentle, and a devoted follower of Rogers. Burnett plays Ensign Langdon Towne, Harvard-educated artist and son of a well-to-do Portsmouth family, who has become map-maker for the Rangers.

(more)

The thrilling pages of the late Kenneth Roberts' widely acclaimed historical novel, "Northwest Passage," which has been translated into 17 languages and became an award-winning motion picture, form the basic story for the completely new TV adaptation. Each episode of the NBC-TV Network's "Northwest Passage" series will be a complete story within itself.

"Northwest Passage" is being filmed for the NBC-TV Network colorcasts by MGM-TV in Culver City, Calif., with Samuel Marx as executive producer and Adrian Samish, MGM-TV's director of programming, as producer. A roster of prominent directors for various episodes includes George waGGner (cq), Tom Carr, Alan Crosland and Jacques Tourneur. The writers include Gerald Drayson Adams, Sloan Nibley, Marion Parsonnet, Buckley Angell, David Lang and Anthony Ellis.

-----o-----

NBC-New York, 8/29/58

NBC TELEVISION NEWS

August 29, 1958

Attention, Sports Editors

NBC-TV NETWORK SCHEDULES RECORD TOTAL OF MORE THAN 100 HOURS OF SPORTS COVERAGE IN FALL--WORLD SERIES, FOOTBALL AND BASKETBALL ARE SEASON'S HIGHLIGHTS

Baseball, football and basketball highlight the extensive sports schedule to be presented by the NBC Television Network during the Fall months.

The coming season will see more than 100 hours of sports on NBC-TV -- the heaviest season of sports coverage on any one network in the history of television, according to NBC Sports Director Tom S. Gallery.

Among the sports features due on NBC-TV this Fall are the World Series, "Major League Baseball" games, college football, professional and college basketball, Friday night boxing bouts and a major bowling tournament. The schedule is so packed that on several Saturdays baseball-football double-headers will be presented. For instance, on Oct. 4 the World Series will be in its third day of play, and NBC-TV will follow the Series telecast with the gridiron clash between California and Washington State.

(more)

The NBC Daily News Report will not be published Monday, Sept. 1 (Labor Day). Publication will be resumed Tuesday, Sept. 2.

The entire World Series, as usual, will be televised by NBC -- this year for the 12th consecutive season: Baseball's Fall classic is slated to start Wednesday, Oct. 1, in the home park of the National League pennant-winner.

Even before the World Series rolls around, NBC-TV will complete its Saturday afternoon "Major League Baseball" schedule for 1958 (blacked out in major league markets). The New York Yankees and Milwaukee Braves, both leading the pennant races in their respective leagues, are featured in the telecasts on the final two Saturdays, Sept. 20 and Sept. 27, respectively.

College football kicks off Saturday, Sept. 20 and runs until Dec. 6. The schedule includes coast-to-coast telecasts on six Saturdays and Thanksgiving Day, a split-network arrangement on the opening and closing Saturdays, and regional telecasts in the Eastern, Big Ten and Pacific Coast areas on four other Saturdays. The NCAA "Game of the Week" grid slate, on NBC-TV for the seventh time in the past eight years, includes such choice attractions as Auburn-Tennessee on Sept. 27, Iowa-Notre Dame on Nov. 22 and the 59th annual Army-Navy battle on Nov. 29.

NBC-TV's grid coverage continues into the first weeks of Winter, with telecasts of seven post-season football games scheduled. The lineup includes the Blue-Gray Game and the East-West Shrine Game on Saturday, Dec. 27, the National Football League Championship game on Sunday, Dec. 28, the Sugar Bowl and Rose Bowl classics on New Year's Day Thursday, Jan. 1, the Senior Bowl game on Saturday, Jan. 3 and the Pro Bowl game on Sunday, Jan. 11.

(more)

The Sunline World Series, as usual, will be televised by this year for the 12th consecutive season; Commissioner Bell is slated to meet Wednesday, Oct. 1, in the home park of the Tampa Lumberjacks.

Even before the World Series will kicked, NBC-TV will [illegible] its Saturday afternoon "Major League Baseball" schedule (the network only in major league matches). The New York Yankees and [illegible] Dodgers, both [illegible] the pennant race in three [illegible], are featured in the telecasts on the first two Saturdays, [illegible] and Sept. 27, respectively.

College football kicks off Saturday, Sept. [illegible] and runs [illegible]

The schedule includes coast-to-coast telecasts on six [illegible] and Thanksgiving day, a split-network broadcast on [illegible] and closing Saturday, and several blackouts in the Eastern, [illegible] and Pacific Coast areas on Turn about Saturday. The idea [illegible] the week' grid games, on NBC-TV for the seventh time in the [illegible] years, includes, more college games than ever-[illegible] [illegible] 27, Iowa-Illinois game on Nov. [illegible] and the 59th annual Army-Navy [illegible] Nov. 27.

NBC-TV's pre-season coverage includes four one hours of [illegible] with telecasts of seven pre-season football games [illegible] up includes the Hall-Fame game and the Pro-Bowl Sunday [illegible] Dec. 27, the National Football League Championship game [illegible] Dec. 20, the Super Bowl game now classified on New [illegible] Thursday, Jan. 1, the Senior Bowl game on Saturday, Jan. 3 [illegible] Bowl game on Sunday, Jan. 11.

(more)

Telecasts of professional basketball games, presented on Saturdays the last four years, will be seen on Sunday afternoons this season, starting Oct. 12. An exhibition game for the benefit of Maurice Stokes, hospitalized star of the Cincinnati Royals, will launch a 25-game TV schedule, while the opening game of the National Basketball Association regular season will be televised Oct. 19.

A college basketball "Game of the Week" series joins NBC-TV's sports lineup for the first time, starting Saturday, Dec. 13, a week after the final football telecast. A 14-week schedule will include outstanding basketball teams in different sections of the country. The opening game pits Kentucky, NCAA champion last season, against St. Louis, a perennial collegiate basketball power.

Boxing continues as a Friday night feature on NBC-TV. The "Gillette Cavalcade of Sports" series starts its 15th year during September and is the oldest continuous program on television.

The final round of the second annual World's Invitational Match-Game Bowling Championship Tournament again is scheduled as a "Cavalcade of Sports" presentation Friday, Dec. 12, replacing boxing that night.

Before the advent of Fall, NBC-TV rounds out its Summer sports schedule with three special attractions. The semi-final and final rounds of the National Singles Tennis Championships at Forest Hills, N. Y., will be covered Saturday and Sunday, Sept. 6 and 7. Pro football exhibition contests are slated for two Sundays -- New York Giants vs. Baltimore Colts on Sept. 14, and Chicago Bears vs. Washington Redskins on Sept. 21.

-----o-----

NBC-New York, 8/29/58

Telecasts of professional basketball games, presented on days the last three years, will be seen on Tuesday afternoons this [illegible] requiring Sec. 19. An exhibition game over the Lumpkin of [illegible] Jackson, Mississippi star of the Cincinnati Royals, with a Tigers TV sponsor, while the regular game of the National Basketball Association Tuesday contest will be telecast Sec. 19.

A college basketball "Game of the Week" series, also [illegible] a sponsor already lined up for the first time, [illegible] Sec. 19, either the Ohio Central Conference, a different sponsor, will be [illegible] subsidizing regionally based in individual sections of the [illegible]. The sponsor pays a flat fee, [illegible] the channel has been [illegible] St. Louis, a commercial exhibitor has [illegible].

Boston continues as a Friday night feature in Sec. 19. The [illegible] "Knicks of Knight" series starts the night game [illegible] and is the sleepy conference [illegible] in television.

The final game of the season among Worthing Brothers [illegible] Boston Professional Basketball Association [illegible] a [illegible] of Sport, Celebration Tuesday Sec. 19, [illegible] [illegible].

Beginning the August of Pall, Sec. 19 [illegible] one [illegible] a schedule with three special attractions. The [illegible] and [illegible] of the National Hockey Leagues Toronto Maple Leafs at [illegible] N. Y., will be covered Saturday and Sunday, [illegible] and [illegible] [illegible] exhibition matches are slated for the January [illegible] [illegible] vs. Baltimore Colts on Sec. 19, and [illegible] Green Bay [illegible] on Sec. 19.

August 29, 1958

The following statement was issued last night (Aug. 28) by the National Broadcasting Company:

The charges made by Herbert Stempel against the quiz show, "Twenty-One," first came to our attention over a year ago. At that time, we made an investigation and found them to be utterly baseless and untrue. We are completely convinced of the integrity of "Twenty-One" as a program and of the integrity of its producers, Barry and Enright.

At the time these charges were first brought to our attention, and shortly thereafter, two major New York newspapers made thorough investigations of them and apparently concluded, as we did, that they had no basis in fact. As a result, they printed nothing.

We have indicated to the District Attorney's office we are prepared to cooperate fully in any investigation of the "Twenty-One" program or any other quiz program broadcast over our facilities.

* * *

The following statement was issued last night (Aug. 28) by Jack Barry and Dan Enright:

Jack Barry and Dan Enright, the producers of the "Twenty-One" NBC-TV program, have instructed their attorneys to file suit for libel against the New York World Telegram and Sun because of the publication today of a false and defamatory statement concerning charges made by Herbert Stempel, a contestant who appeared on the "Twenty-One" program sometime in 1956. At the request of the producers, an appointment has

(more)

been obtained with the office of the District Attorney, at which time they will present documentary evidence, including statements by Stempel, which prove said charges to be entirely spurious and malicious.

* * *

The following statement was made this morning (Aug. 29) by Charles Van Doren on the NBC-TV Network's "Today" program:

I consider it a great honor to be able to make this statement. I appeared for 14 weeks on "Twenty-One." During that time and subsequently, I came to know Jack Barry and Dan Enright, who are the producers of the show, and as I came to know them, admiration for their professional competence grew into affection. I'm happy to say that I believe in their integrity and the integrity of their quiz program.

I also believe in the honesty of the contestants on that program whom I know. Some of these contestants I have known only via the television screen, some I've met personally. I also believe in the honesty of the questions used on that program. I myself was never given any answers or told any questions beforehand. And as far as I know, none of the contestants received any coaching of this sort.

The television quiz show in this country has become an institution. The quiz show is fundamentally a matching of wits, and it's an American tradition to do this. I for one think it's a good tradition. The matching of wits on television is also top entertainment, and the American people can decide that they no longer wish to be entertained by quiz shows. That, of course, is their right. For myself, I sincerely hope that this doesn't happen.

-----o-----

NBC-New York, 8/29/58

* * *

NBC RADIO NETWORK NEWS

August 29, 1958

NBC RADIO NETWORK TO LAUNCH 'OLD-FASHIONED FEAST' CAMPAIGN

Sparked by the outstanding success of its "Summer Is Outdoor Eating Time" promotion, in which the first 20 NBC Radio Affiliates reporting sold an aggregate of 5,195 spot announcements to local food chains, meat packers and bakeries, the NBC Radio Network will launch an "Old-Fashioned Feast" promotion this Fall, it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

"The 'Old-Fashioned Feast' campaign will provide food manufacturers and retailers with another opportunity to profit by the coordinated national-local sales approach which was developed by the NBC Radio Network and its 200 affiliates," Mr. Culligan said.

The six-week saturation campaign, which is designed to show American housewives that fuller menus and more appetizing meals can be prepared with a minimum of effort, will be tied in with an extensive schedule of editorial features and announcements on the network. The campaign will begin Oct. 20 and continue until Nov. 30.

More than 300 network events during the six weeks will provide a total of nearly a half billion listener impressions during the promotion. The editorial material will include interviews with food editors who explain how to make easy-to-prepare dishes, features on

(more)

programs such as "Bert Parks' Bandstand," "Monitor" and "Nightline" dealing with the serving of more satisfying meals, and talks with Bob Hope, George Gobel and Marlene Dietrich and other stars who will discuss their favorite menus.

To coordinate the promotion on the local level, a complete merchandising program has been prepared to enlist the cooperation of affiliated stations and retailers. The stations will cooperate with food stores in their vicinities by supplying them with in-store displays and mailings. A pre-promotion campaign to inform food distributors of the plan's details will include two-color ads in key food-store publications, mailings to food chains, jobbers and brokers, and a continuing publicity campaign. Advertisers who sign as participating sponsors also will be included in this aspect of the promotion effort.

-----o-----

NBC-New York, 8/29/58

August 29, 1958

RETURNING SERIES

'THE CALIFORNIANS' RESUME SEPT. 23 ON NBC-TV NETWORK
WITH TWO NEW PLAYERS JOINING CAST

Two new players will join the cast of "The Californians," starring Richard Coogan as Marshal Matt Wayne, when the series returns to the NBC-TV Network Tuesday, Sept. 23 (10 p.m., EDT).

Carole Mathews, who appeared last year in one episode of the series, is cast as Wilma Fansler. A young widow who runs an honest gambling house, Miss Fansler falls in love with the marshal, but knows his mind is far from marriage.

Arthur Fleming portrays Jeremy Pitt, a lawyer. Pitt (Fleming) serves as a friend and foil to Marshal Wayne.

"The Californians" an adventure series, is set in the Californian Gold Rush period circa 1851-1856 and is concerned with the problems of San Francisco as a growing metropolis. Presenting "The Californians" for the second season is Louis F. Edelman, with Robert F. Sisk as the executive producer. Felix Feist will be the producer. The series is a Californian Film Enterprises Inc., Production, filmed by Desilu in Hollywood.

Singer Sewing Machine Co. and Thomas J. Lipton Inc., through Young and Rubicam, Inc., again will be alternate sponsors.

-----o-----

JOHN PAYNE HEADS EAST

Western star John Payne will travel East next month for a series of personal appearances in New York and to participate in "Peterloon," the annual Boy Scout "Roundup" in Cincinnati.

In New York Sept. 13-18, Payne will appear on the NBC-TV Network's "Today" and the "Jack Paar Show," in connection with his "Restless Gun" series, in which he stars as Vint Bonner. The series begins its new season Monday, Sept. 22 on the NBC-TV Network (8-8:30 p.m., EDT).

Payne, a staunch supporter of the Scouts, will be in Cincinnati, Sept. 19-20, to serve on the judging committee at the "Roundup." He will return to Hollywood Sept. 21.

-----o-----

NBC-New York, 8/29/58